

IIM Udaipur Incubation Center

Launch n Zoom - 2.0 Accelerator Program 2019

Dates	Day	Session-1 (9:30-11:00 hrs)	Tea Break	Session-2 (11:30-13:00 hrs)	Lunch	Session-3 (14:00-15:30 hrs)	Tea Break	Session-4 (16:00-17:30 hrs)
12 Days Program at IIM Udaipur								
10-01-2020	1	Design Thinking - 1		Design Thinking - 2		Design Thinking - 3		Design Thinking - 4
11-01-2020	2	Design Thinking - 5		Design Thinking - 6		Design Thinking - 7		Design Thinking - 8
12-01-2020	3	Customer Validation Process and Related Tools Development - 1		Customer Validation Process and Related Tools Development - 2		Customer Validation Process and Related Tools Development - 3		Customer Validation Process and Related Tools Development - 4
13-01-2020	4	Customer Validation Process and Related Tools Development - 5		Bootstrapping & Other Innovative Financial Strategies - 1		Bootstrapping & Other Innovative Financial Strategies - 2		Visit to Indira IVF and GoodDot
14-01-2020	5	Market survey		Consumer Behaviour - 1		Consumer Behaviour - 2		Customer Purchase Patterns
15-01-2020	6	Market sizing - 1		Market Sizing - 2		Market Analysis - 1		Market Analysis - 2
16-01-2020	7	Market Entry		Customer Feedback Analysis		Positioning - 1		Positioning - 2
17-01-2020	8	Accessing International Markets & Deploy Practices for Regional & Global Acceleration - 1		Accessing International Markets & Deploy Practices for Regional & Global Acceleration - 2		Accessing International Markets & Deploy Practices for Regional & Global Acceleration - 3		Accessing International Markets & Deploy Practices for Regional & Global Acceleration - 4
18-01-2020	9	Business Model Innovation - 1		Business Model Innovation - 2		Exponential Thinking(Rapid Prototyping)		Innovation Design for Exponential Framework
19-01-2020	10	Product Development/Lean Startup -1		Product Development/Lean Startup -2		Trimming Technologies - 1		Trimming Technologies - 2
20-01-2020	11	Case Study/ Lab Sessions				Case Study/ Lab Sessions		
21-01-2020	12	Case Study/ Lab Sessions				Case Study/ Lab Sessions		
7 Days Break-> 3 weekend Program Online								
02-02-2020	1	Hands-on Social Media Marketing - 1		Hands-on Social Media Marketing - 2		Teams develop plans and presentations		Teams develop plans and presentations
08-02-2020	2	Proactive Selling Skills				Proactive Selling Skills		
09-02-2020	3	Proactive Selling Skills				How to Build Network Effects		
15-02-2020	4	How to Build Network Effects				How to Build Network Effects		
16-02-2020	5	Intellectual Property Protection		Intellectual Property Management				
36 Days Break-> 8 days Program at IIM Udaipur								
16-03-2020	1	Pricing Strategy & Range Discovery - 1		Pricing Strategy & Range Discovery - 2		Pricing Strategy & Range Discovery - 3		Pricing Strategy & Range Discovery - 4
17-03-2020	2	Understanding Financial Statements - 1		Understanding Financial Statements - 2		Ratio Analysis		Cost-Volume-Profit Relationships
18-03-2020	3	Relevant Cost for Decision Making - 1		Relevant Cost for Decision Making - 2		Pricing		Working Capital Management
19-03-2020	4	Tailored lectures for startups on technologies such as Manufacturing, Online services, Embedded systems, AI/ML, IoT and Robotics etc. based on their requirements						
20-03-2020	5							
21-03-2020	6	Pitch Preparation		Pitch Preparation		Term Sheet Creation & Negotiation		Dividing Team Equity
22-03-2020	7	Hands-on Interaction for Fundraising - 1		Hands-on Interaction for Fundraising - 2		Case Study/ Lab Sessions		
23-03-2020	8	Showcase Event, Investors Meet and Demo Day						