

IIM Udaipur Incubation Center

Launch n Zoom - 2.0 Accelerator Program 2019

Week	Days	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)	
1	1	Market survey		Consumer Behaviour - 1		Consumer Behaviour - 2		Customer Purchase Patterns	
	2	Market sizing - 1		Market Sizing - 2		Market Analysis - 1		Market Analysis -2	
	3	Market Entry		Customer Feedback Analysis		Positioning - 1		Positioning - 2	
	4	Team Building - 1		Team Building - 2		Entrepreneurial Talk			
	5	LAB sessions under L-I-R guidance					Case Study		Case Study
	6	LAB sessions under L-I-R guidance					LAB sessions under L-I-R guidance		
	7	LAB sessions under L-I-R guidance							
2	1	Pricing Strategy & Range Discovery - 1		Pricing Strategy & Range Discovery - 2		Pricing Strategy & Range Discovery - 3		Pricing Strategy & Range Discovery - 4	
	2	Understanding Financial Statements - 1		Understanding Financial Statements - 2		Ratio Analysis		Cost-Volume-Profit Relationships	
	3	Relevant Cost for Decision Making - 1		Relevant Cost for Decision Making - 2		Pricing		Working Capital Management	
	4	Capital Investment Decisions - 1		Capital Investment Decisions - 2		LAB sessions under L-I-R guidance			
	5	LAB sessions under L-I-R guidance					LAB sessions under L-I-R guidance		
	6	LAB sessions under L-I-R guidance					Product Visioning Workshop		
	7	Product Visioning Workshop							
	1	Product Development/Lean Startup -1		Product Development/Lean Startup -2		Trimming Technologies - 1		Trimming Technologies - 2	

3	2	Business Model Innovation - 1		Business Model Innovation - 2		Bootstrapping & Other Innovative Financial Strategies - 1		Bootstrapping & Other Innovative Financial Strategies - 2
	3	Design Thinking - 1		Design Thinking - 2		Design Thinking - 3		Design Thinking - 4
	4	Product Design Competition				Product Design Competition		
	5	Competitive Feedback from session Participants				LAB (Design Thinking Workshop)		
	6	Exponential Thinking		Innovation Design for Exponential Framework		LAB (Design Thinking Workshop)		
	7	LAB sessions under L-I-R guidance						
4	1	Hands-on Social Media Marketing - 1		Hands-on Social Media Marketing - 2		Teams develop plans and presentations		Teams develop plans and presentations
	2	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
	3	Intellectual Property Protection		Intellectual Property Management		Dividing Team Equity		HR: Hiring and Firing
	4	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
	5	LAB sessions under L-I-R guidance				Case Study		Case Study
	6	LAB sessions under L-I-R guidance				Entrepreneurial Talk		
	7	Competitive Feedback from session Participants						