

### LAUNCHBOARD AGENDA

Week-1: June 9-14

Session	Session Title and Details	Session format
1	<b>Introduction.</b> The objective of the program will be detailed whereby participants will be able to build their prototypes and demonstrate Proof of Concept, i.e., customer exists for the product and the entrepreneur has the ability to build the product.	Classroom session
2	<b>Problem Solution Fit.</b> Participants will discuss their ideas, problem statements, market research done, and overall solution that they want to focus upon.	Interactive session
3	<b>Customer Segmentation and Features of the solution:</b> During this session, participants will identify specific customer segments and their pain-points. Participants will also identify features of the solution that could address customer pain-points.	Worksheet and Discussion
4	<b>Competitor Analysis and Stakeholder Mapping.</b> At this stage, participants will map out the various alternatives or competitors that exist in the market for the same problem, share the proposed solution and key features of the same. Stakeholders, members of the ecosystem working on a solution area that can provide better insights or support, will be mapped.	The participants are not expected to research everything in the workshop but identify and list down the people / organisation/ platforms that they should research on.
5	<b>Riskiest assumptions of startups.</b> Participants will examine the risky assumptions made by startups and explore how assumptions could be tested and validated.	Worksheet and Discussion

6	<b>Action list preparation.</b> Participants will create an Action List to summarise the day's sessions, outline milestones to be achieved in month 1 of the startup and activity list for week 1 of the workshop with the assistance of workshop facilitators. This will include the manner in which the participant will validate the proposed problem statement, identify solution approach and riskiest assumptions.	
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Session listed above will be held on June 9. Participants will be required to work on the Action List prepared during the week with the assistance of SO team, as required.

## Week 2: June 15-22

Session	Session title and details	Session format
1	<b>Progress review presentation</b> by participants on their progress and challenges envisaged for their startup.	Presentations to peer, and external group comprising startup founders, etc. Interactive session
2	<b>Entrepreneurs' Startup journey</b> of idea –prototype-product stage, challenges faced and solution finding process	Interactive
3	<b>Value proposition canvas</b> session will allow participants to use the canvas to detail the customer problem statement and solutions that will best address the same while specifying substitutes currently available to customers. In this session participants will finalise their problem statement and solution by examining customer wants, needs and fears. Participants will also examine product benefits and experiences to address customer requirement correctly.	Worksheet and Discussion
4	<b>Prototyping and testing.</b> Participants are educated on the nuances of prototyping, testing the prototype as also likely challenges wrt resources and costs. Participants will create a rough draft of their product and outline its features.	Interactive session with experts in Product design and development will engage with participants
5	<b>Action list preparation.</b> Participants will create an Action List to summarise the weeks' sessions and prepare an activity plan for week 2 and 3 of the workshop that includes preparing a proof of concept i.e., building their prototype and receiving feedback from potential friendly customers.	

Session listed above will be held on June 15. Participants will be required to work on the Action List prepared during the week with the assistance of SO team, as required.

**Week 3: June 23-29**

Participants will work on their prototype and receiving feedback from potential customers. Mentors will work closely with the participants during this period.

**Week 4: June 30- July 5**

<b>Session</b>	<b>Session Title and Details</b>	<b>Session Format</b>
1	<b>Peer reviews.</b> Discussion on prototypes, progress, challengers.	Interactive session with facilitator and peers
2	<b>Prototyping challenges.</b> Entrepreneurs will discuss challenges in creating prototype and communicating to customers their Most Valuable Proposition (the product that can be produced and sold to customers)	Interactive session with session facilitator
3	<b>Pitch preparations.</b> The participants will create pitch deck and a storyline created for their presentation and prototype showcase	Interactive session with session facilitator
4	<b>Presentations.</b> Showcasing prototype, product story and startup plans by startups	Presentations, and interactive sessions with peers and external experts
5	<b>Mentoring.</b> Mentoring plan for one-on-one mentoring	Schedule of mentoring decided with mentors/ facilitators

Session listed above will be held on June 30ss. Participants will be required to work on the Action List prepared during the week with the assistance of SO team, as required.