

Incubation Curriculum

Orientation and Market Opportunity Discovery

- Lean Startup, Business Model Canvas, Four 1s Concept
- Market Segmentation & Customer Research
- Problem–Solution Fit & Market Research
- Customer Feedback Analysis & Value Proposition Refinement

MVP Development

- Refine Problem Statement & Value Proposition
- Develop & Test MVP
- Gather Early Adopter Feedback
- Iterate & Refine Product

Business Skills

- Team Building & Commercial Skills
- Basics of Selling & Negotiation
- Customer Service & Finance Basics
- Time Management & Pricing Concepts
- Legal Basics

Product Development

- Product Roadmap & Team Assembly
- Tools for Development
- Implementing Development Plan
- Building Product & Obtaining Approvals
- Product Review & Iterations

Compliance and Governance

- Legal & Financial Compliance
- Corporate Governance
- Sustainable Development Goals (SDGs)
- Triple Bottom Line

Fundraising Module

- Fundraising Essentials
- Creating the Pitch Deck
- Common Investor Questions
- Financial Forecasting
- Funding Details
- Legal & Compliance in Fundraising

Compliance and Governance

Legal & Financial Compliance | Corporate Governance | Sustainable Development Goals (SDGs) | Triple Bottom Line

Transformation through SSN iFound Incubation Curriculum

Idea to Market-Ready and Fully Developed Product

- Startups begin with a validated idea and proof of concept (PoC).
- Startups will have developed a Minimum Viable Product (MVP) and a fully functional product iterated based on real user feedback, ensuring product-market fit.

Compliance and Governance Mastery

- Startups may struggle with understanding and implementing necessary legal, financial, and corporate governance requirements.
- By the end of the program, startups will have robust compliance frameworks in place, ensuring legal and financial soundness.

Continuous Improvement and Scaling

www.ssnifound.in

Strategic Go-to-Market Execution

- Startups often lack a structured approach to launching their product in the market.
- With a well-crafted go-to-market strategy, including customer acquisition channels, unit economics, startups will be prepared to enter the market and start generating revenue.

Fundraising Preparedness

- Startups may lack clarity on how to attract and secure investment.
- With thorough training on creating pitch decks, understanding investor questions, financial forecasting, and funding strategies, startups will be well-prepared to engage with investors and secure necessary funding.

With continuous monitoring and reviews, startups will continuously optimize their business strategy, leading to sustainable scaling and long-term success.

044 - 27469700 - 282

Business Skills Enhancement

- Founders may have limited experience in essential business operations.
- Through dedicated modules on team building, commercial skills, negotiation, finance, and customer service, founders will become adept at managing and growing their startups effectively.

Sustainability Integration

- Startups may not fully integrate sustainable development goals or triple bottom line (People, Planet, Profit) into their business models.
- Startups will adopt sustainable practices, ensuring their growth positively impacts society and the environment.

info@ssnifound.in