

Northeast Innovation Catalyst Program (Residential camp) Schedule and Topics

Duration: 6 weeks

Start Date: May 27th, 2024

End Date: July 5th, 2024

Objective: To provide aspiring entrepreneurs from Assam with comprehensive training, mentorship, and resources to develop their startup ideas into viable businesses.

Week 14 (May 27th -June 20th):

1. Sessions: Four days a week (Monday to Thursday)
2. Each session will cover various aspects of entrepreneurship including idea generation, market research, business model canvas, funding strategies, marketing, legal considerations, etc.
3. Sessions will be conducted by industry experts, successful entrepreneurs, and faculty members from IITG TIC.
4. Interactive workshops, group discussions, case studies, and practical exercises will be included to enhance learning and skill development.

Prototyping Day: One day per week (Friday)

1. Dedicated to hands-on prototyping activities where participants will work on refining their startup ideas, building prototypes, and testing them.
2. Access to prototyping tools, equipment, and workspace will be provided.
3. Mentors and technical experts will be available to guide and assist participants in the prototyping process.

Prototyping Period (June 20th - July 5th):

1. Participants will have 7 days to further develop their prototypes, conduct market validation, and iterate on their business models based on feedback received during the initial prototyping day.
2. Mentorship and support will continue to be available during this period to help participants overcome challenges and refine their startup concepts.

Final Pitching Event (July 5th):

1. All startups, selected based on the quality of their prototypes and business plans, will be invited to pitch their ideas to a panel of judges comprising industry experts, investors, and representatives from IITG TIC.
2. Each startup will have a specified time to present their business idea, followed by Q&A sessions with the judges.
3. The judging panel will evaluate the presentations based on criteria such as innovation, market potential, feasibility, scalability, and team strength.

Post Camp Incubation:

1. The top 10 startups selected during the pitching event will be offered incubation support at IITG TIC.

2. IITG TIC will cover all the company registration costs for the selected startups, enabling them to focus on further developing their businesses without financial burden.
3. Incubation at IITG TIC will provide access to infrastructure, mentorship, networking opportunities, funding support, and other resources essential for startup growth and success.
4. Other startups will be transferred to the incubation partners all across the Northeast to nurture them.

Schedule of Topics:

This 4-week intensive course equips participants with the knowledge and skills to transform their ideas into well-designed companies. Through a mix of lectures, interactive exercises, guest speaker sessions, and hands-on workshops, participants will gain a comprehensive understanding of the entrepreneurial journey.

The session will be from 10:00 AM to 1:00 PM and the one on one session from 3:00 PM onwards in first half speaking sessions.

Course Structure: Knowing about IITG and support by IITG

Day All HoDs (invitations)

All Heads of units

• Week 1: Foundation (27-30 May)	Timing	Experts Name/Assignee Speaker
○ Day 0: Fostering a holistic entrepreneurial ecosystem at IIT Guwahati (27 th May)		
▪ Registrations of participants	9:30hrs-10:00hrs	
○ Inaugural Ceremony + Lamp Lighting	10:10hrs-10:20hrs	
○ Welcome Address by Director IITG	10:20hrs-10:25hrs	
○ Opening Address by Dean II & SI	10:25hrs-10:30 hrs	
○ Address by MD,AIIDC, Assam	10:30 hrs- 10:40hrs	
○ Address by Assistant Secretary, FICCI	10:40hrs-10:50hrs	
○ Briefing about Program by Prof. Incharge IITG TIC	10:50 hrs-10:55hrs	
○ About IITG by Dean PR&BR	10:55hrs-11:05hrs	
High Tea	11:05hrs-11:25hrs	
○ Briefing about functions of various units of IITG in the innovation and incubation. ○ Address by Prof. Dipankar Bandyopadhyay about INUP i2i, IITG ○ Address by Dr. Dutta, CEO, IITG TIDF ○ Address by Prof. Incharge, IITG TIC ○ Address by Dr. Swapnil, CEO, Bionest IITG TIDF	7 minutes each (11:25hrs-12:00hrs)	

○ Address by Operating Officer, IITG Research Park		
○ Address by HODs of IITG for supporting the startups/innovators HOD, BSBE HOD, CLE HOD, CE HOD, CSE HOD, EEE HOD, ME HOD, HSS HOD, MATH HOD, PHY HOC, Centre for Nano Technology	6 minutes each (12:00hrs-13:00hrs)	
○ Lunch	13:00hrs Onwards	
○ Formal introduction by Participants	14:30hrs onwards	Panel of : Dean II&SI, Dean PR&BR, Prof. Dipankar, Prof. Incharge IITG TIC, Bionest IITG TIDF, IITG TIDF, Research Park, Assam Startup, other collaborators
○ Day 1: Understanding Entrepreneurship (28 th May)		
▪ Formal introduction of the participants	10:00hrs-11:00hrs	
▪ Define entrepreneurship, explore its importance and impact on economic development and job creation.	11:00 hrs – 13:00hrs	Prof Incharge IITG TIC
▪ Discuss characteristics and traits of successful entrepreneurs, like passion, resilience, and problem-solving skills.		
▪ Ice breaking activity	15:00hrs onwards	IITG TIC Team
○ Day 2: Ideation and Opportunity Identification (29 th May)		
▪ Learn idea generation techniques like brainstorming, mind mapping, and SCAMPER (Substitute, Combine, Adapt, Modify, Put to Other Uses, Eliminate, Reverse) to spark creative solutions.	10:00hrs-11:30hrs	Incubation Manager TIC
▪ Discover methods for identifying market gaps and opportunities through market research, including competitor analysis and customer surveys.	11:30hrs-12:30hrs	CEO, Bionest IITG TIDF
▪ Uncover various entrepreneurial pathways (e.g., social entrepreneurship, franchising) and identify opportunities within the	14:00hrs-15:00hrs	COO, Assam Startup

Northeast region.		
▪ About Assam Startup	15:00hrs onwards	Mr. Kankan, Assam Startup
○ Day 3: Leadership and Team Building ○ MVP and Prototyping (30 th May)		
▪ Leadership and Team Building	10:00 hrs- 11:00hrs	Lt. Cdr. Debanand Doley, Indian Navy
▪ POC to MVP Journey for new entrepreneurs and Start ups	11:20hrs-13:00hrs	Operating Officer, Research Park IITG
▪ Grasp the concept of Minimum Viable Product (MVP) and its significance in validating your idea with minimal resources.		
▪ Explore prototyping techniques (paper prototyping, wireframing, mockups) to create low-fidelity representations of your product or service.		
▪ Industry 4.0 and its opportunities		
▪ One on One Mentoring	14:00 hrs onwards	Lt. Cdr and Operating Officer IITGRP
• Week 2: Business Planning and Strategy (03-07 June)		NSRCEL IIMB
• Day 5: One on one mentoring session (3 rd June)	10:00 AM onwards	
○ Day 6: Business Model Canvas (4 th June)		
▪ Introduce the Business Model Canvas (BMC) as a visual tool for outlining the core components of your business.		
▪ Deep dive into the nine components of the BMC (value proposition, customer segments, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure).		
▪ Conduct a hands-on workshop where participants create a BMC for their business ideas, defining the core elements of their venture.		
○ Day 7: Developing a Business Plan (5 th June)		
▪ Discuss the importance of a well-crafted business plan as a roadmap for your	10:00hrs-12:00hrs	CEO, AIC-SELCO Foundation

company's growth and development.		
<ul style="list-style-type: none"> Explore key elements of a business plan (executive summary, market analysis, competitive analysis, marketing plan, management team, financial projections). 		
<ul style="list-style-type: none"> Provide a step-by-step guide to writing a business plan, including tips for crafting a compelling narrative and presenting financial data effectively. 	12:00hrs-13:30hrs	Dr. Karabee Das, Innovation Manager, AIC-SELCO
<ul style="list-style-type: none"> Day 8: Legal and Regulatory Considerations (6th June) 		
<ul style="list-style-type: none"> Discuss legal structure options for startups (sole proprietorship, partnership, LLC) and their implications for ownership, liability, and taxation. 	10:00 hrs – 12:30 hrs	CA Pankaj Pariwal and CA Suraj Jaiswal, V. Singhi & Associates
<ul style="list-style-type: none"> Explore compliance and regulatory requirements for startups in the Northeast region (including DPIIT Registration for government benefits) to ensure your business operates legally. 		
<ul style="list-style-type: none"> Introduce Intellectual Property (IP) protection (patents, trademarks, copyrights) and strategies for safeguarding your ideas and innovations. 	14:00hrs-15:00hrs (Virtual)	Dr. Reema, FITT IITD
<ul style="list-style-type: none"> Day 9 : Design Thinking for Innovation (7th June) 		
<ul style="list-style-type: none"> Understand the design thinking process (empathize, define, ideate, prototype, test) as a human-centered approach to problem-solving. 	10:00hrs-12:00hrs	CEO, NEATHUB, Jorhat
<ul style="list-style-type: none"> Conduct user interviews and observations to empathize with target users and understand their needs, challenges, and motivations. 		
<ul style="list-style-type: none"> Define problem statements that clearly articulate the core issues your product or service will address. 	14:00hrs-16:00hrs	CEO, NEATHUB and IITG TIC Team
<ul style="list-style-type: none"> Week 3: Marketing and Sales (10-13 June) 		
<ul style="list-style-type: none"> Day 10: Market Segmentation and Targeting (10th June) 		
<ul style="list-style-type: none"> Understand market segmentation and 	10:00hrs-12:00hrs	

targeting strategies to reach your ideal customers effectively.		Mr. Joel Stafford, Innovation Advisor, Innovation Centre Denmark, Bangalore
<ul style="list-style-type: none"> Identify target customer segments based on demographics, psychographics, and behavioral characteristics to develop buyer personas. 		
<ul style="list-style-type: none"> Learn how to develop marketing strategies tailored for different customer segments, emphasizing messaging and channel selection. 	12:00hrs-13:00hrs	Assam Startup
<ul style="list-style-type: none"> Day 11: Branding and Positioning (11th June) 		
<ul style="list-style-type: none"> Digital Marketing Strategies 	10:00hrs onwards	ICT IITG
<ul style="list-style-type: none"> Gain an overview of key digital marketing channels (social media, SEO, email marketing, content marketing) and their functionalities. 		
<ul style="list-style-type: none"> Develop a digital marketing plan for startups, outlining the channels you'll utilize, target audience segmentation, and key performance indicators (KPIs) for measuring success. 		
<ul style="list-style-type: none"> Learn about website analytics tools like Google Analytics to track website traffic, user behavior, and marketing campaign effectiveness. 		
<ul style="list-style-type: none"> Day 12: Innovation in Healthcare, Biomedical and Nanotechnology (12th June) 		
<ul style="list-style-type: none"> Dive deep into the convergence of healthcare nanotechnology and biotechnology, uncovering how these fields work together to create innovative solutions. 	10:00hrs-11:00hrs	Prof. Dipankar, IITG
<ul style="list-style-type: none"> Innovations in Biomedical Devices and Systems 	11:00hrs-12:00hrs	Prof. Kanagaraj Subramani, ME, IITG
<ul style="list-style-type: none"> Exploring Innovation in the Biomechanics and Robotic assisted devices for the future India. 	12:00hrs-13:00hrs	Prof. S.K Dwivedy
<ul style="list-style-type: none"> From Biomaterials to Bioprinting: Building Tissues for Tomorrow's Medicine 	14:30hrs-15:30hrs	Prof. Biman B. Mandal

<ul style="list-style-type: none"> About Bionest IITG TIDF and its functions 	15:30hrs-16:30hrs	Dr. Swapnil, CEO, Bionest IITG TIDF
<ul style="list-style-type: none"> Day 13: Sales Techniques and Customer Acquisition (13th June) 		
<ul style="list-style-type: none"> Explore sales fundamentals (sales process, prospecting, objection handling, closing techniques) to build a strong sales pipeline. 	10:00hrs-11:00hrs	Co Create Ventures
<ul style="list-style-type: none"> Learn about customer acquisition strategies (inbound vs. outbound marketing, lead generation, conversion optimization) to attract and convert potential customers. 		
<ul style="list-style-type: none"> Day 13: Financial Management for Entrepreneurs (13th June) 		IIM Indore
<ul style="list-style-type: none"> Cover the basics of financial management for startups, including budgeting to allocate resources efficiently, cash flow management to ensure solvency, and break-even analysis to determine profitability. 	11:20hrs – 13:00 hrs	
<ul style="list-style-type: none"> Learn about financial forecasting and projections to estimate future revenue and expenses, critical for attracting investors and securing funding. 		
<ul style="list-style-type: none"> Explore funding options for startups (bootstrapping, angel investors, venture capital, bank loans) and understand the pros and cons of each approach. 		
<ul style="list-style-type: none"> Week 4: Execution and Growth (17-20 June) 		
<ul style="list-style-type: none"> Day 15: Operations and Resource Management (17th June) 		
<ul style="list-style-type: none"> Understand the basics of startup operations, including inventory management systems for efficient stock control, supply chain management to ensure smooth product flow, and logistics planning for efficient delivery. 	10:00hrs-12:30 hrs	IIM Udaipur Incubation Centre
<ul style="list-style-type: none"> Learn about resource allocation and optimization strategies for your startup (human resources management, talent acquisition, technological infrastructure) to maximize efficiency and scalability. 		
<ul style="list-style-type: none"> Day 16: Scaling and Growth Strategies 		

(18 th June)		
<ul style="list-style-type: none"> Understand the growth stages of startups (startup, growth, maturity, decline) and the challenges associated with each stage. 	10:30hrs-12:30hrs	Dr. Sanjoy, IIMCIP
<ul style="list-style-type: none"> Explore strategies for scaling startups organically (through increased marketing efforts and sales channels) and inorganically (through partnerships, mergers & acquisitions). 		
<ul style="list-style-type: none"> Discuss how to manage challenges and risks associated with growth, such as rapid expansion, talent management, and maintaining brand consistency. 		
<ul style="list-style-type: none"> Round table discussion with the participants 	15:00hrs onwards	
○ Day 17: Pitching and Investor Relations (19 th June)		
<ul style="list-style-type: none"> Learn how to craft an effective startup pitch (elevator pitch, investor pitch deck) that highlights your business idea, market opportunity, and competitive advantage in a compelling way. 	10:00hrs-11:00hrs	Senior Manager, IIT Delhi
<ul style="list-style-type: none"> Explore pitching best practices and techniques to secure funding from investors, including clear articulation of your value proposition, financial projections, and exit strategy. 	11:20hrs-12:40 hrs	
<ul style="list-style-type: none"> Discuss strategies for building relationships with investors and managing investor relations through transparent communication and regular updates on key milestones. 	14:30hrs-15:30hrs	
○ Day 18: Branding and positioning (20 th June)		
<ul style="list-style-type: none"> Explore brand identity elements (logo, colors, tagline) and their role in shaping brand perception. 	10:00hrs-11:00hrs	Dr. Uday Kumar, Department of Design, IITG Preferable Dates: June 19th Workshop
<ul style="list-style-type: none"> Develop positioning strategies to differentiate from competitors in the market, highlighting your unique value proposition. 	11:00hrs-12:00hrs	
<ul style="list-style-type: none"> Learn about brand storytelling techniques to connect with your target audience on an 	12:00hrs-13:00hrs	Mr. Puneet, CEO, Pyrotech Workspace Solutions

<p>emotional level.</p> <ul style="list-style-type: none"> ▪ Doubt clearing session on Pyrotech Spark Challenge 		
<ul style="list-style-type: none"> ▪ Gain insights about Technology Readiness Levels (TRL), Manufacturing Readiness Levels (MRL), and Investment Readiness Levels (IRL) as frameworks for assessing the development stage of your product or service. 		Dr. Reema, IIT Delhi