

SELF PACED

START-UP IDEA VALIDATION



COURSE OVERVIEW

In this course, the learners will understand how to validate an idea on the scales of a potential start up to become a successful business enterprise.

COURSE OBJECTIVE

After completion of course learner will be able to gain clarity and confidence on business idea and they will be able to document their ideas properly. Also, they will be able to create funding pitch documents.

SKILLS LEARN

How to validate an idea on the scales of a potential start up to become a successful business enterprise? Problem Solution Fit
Product Market Fit Business Model Canvas

PROGRAM HIGHLIGHTS

Instructor – Mr. Jitendra Rajaram

Duration – 6 Week

Eligibility – 10+2

No. of Modules – 41

Placement training – N/A

Language – Hinglish

Shareable certificate – Yes



PROGRAM SYLLABUS

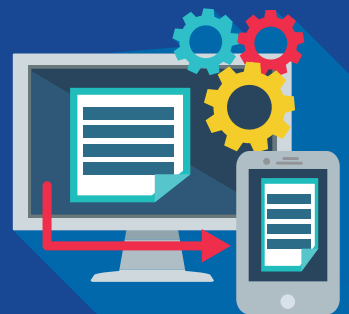
Module 01 Problem Solution Fit

- Session 1.1 Use of Problem Solution Fit Canvas
- Session 1.2 Basics of the problem solution fit canvas
- Session 1.3 Personalize The Canvas
- Session 1.4 What to write in Customer Segment Box
- Session 1.5 What to write in "The Need-Problems" Box
- Session 1.6 What to Write in "Triggers to Act Box
- Session 1.7 What to write in "Emotions Before/After box"
- Session 1.8 What to Write in "Available Solutions" Box
- Session 1.9 What to Write in "Customer Limitations"?
- Session 1.10 What to Write in "The Need-Behavior Box
- Session 1.11 What to write in "Channels & Behavior" Box
- Session 1.12 What to Write in "Problem Box"
- Session 1.13 What to write in "Solutions Box"
- Session 1.14 What to write in a "Problems that you are solving" box
- Session 1.15 Closing Remarks



Module 02 Product Market Fit

- Session 2.1 Why Product Market Fit Canvas is Important
- Session 2.2 What is Product Market Fit Canvas
- Session 2.3 Let's personalize our Canvas
- Session 2.4 Step One of Product Market Fit Canvas
- Session 2.5 Step Two of Product Market Fit Canvas
- Session 2.6 Step Three of Product Market Fit Canvas
- Session 2.7 Step Four of Product Market Fit Canvas
- Session 2.8 Step Five of Product Market Fit Canvas
- Session 2.9 Step Six of Product Market Fit Canvas
- Session 2.10 Step Seven of Product Market Fit Canvas
- Session 2.11 Step Eight of Key Matricsies
- Session 2.12 Conclusion and Afterthoughts



Module 03 Business Model Canvas

- Session 3.1 Introduction of Business Model Canvas
- Session 3.2 Why Business Model Canvas is important
- Session 3.3 Personalization of Business Model Canvas



Session 3.4 Value Proposition
Session 3.5 Customer Segments
Session 3.6 Customer Relationship
Session 3.7 Channels
Session 3.8 Key Resources
Session 3.9 Key Partnership
Session 3.10 Key Activities
Session 3.11 Cost Stream
Session 3.12 Use of Business Process Canvas
Session 3.13 Revenue Stream
Session 3.14 Course Closing Remark



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