



Skill - Innovate – Grow

SML2029 Research and Consulting Private Limited

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Training Division

Course Name: Special Program on Entrepreneurship Skills Development

Course Description: In this program, you will learn the essentials of entrepreneurship for 21st century businesses kickstart. This program will show you an amazing path to achieve financial freedom.

Modules:

1. Foundations and building blocks of entrepreneurial mindset development.
2. Practical ways to overcome FOF and FOMO.
3. Cashflow Quadrants.
4. How to shortlist a bunch of ideas.
5. Picking right start-up idea.
6. Essentials of co-founder and founding team.
7. Basics of founder equity and Employee's Stock Option Plans (ESOPs).
8. Fundraising basics.
9. How to plan and build your first Minimal Viable Product (MVP).
10. Basics of pricing your MVP.
11. Strategies to release your MVP's initial version
12. **CASE-STUDIES:** Google Search, Zomato, CRED, Cleartrip, Swiggy, Zerodha, MakeMyTrip, Amazon, Airbnb.