

## 3Day- Entrepreneurship bootcamp

### Why Entrepreneurship bootcamp?

The three-day bootcamp format is designed to provide an intensive and focused learning experience for aspirants, early stage entrepreneurs. Here are some reasons why a three-day bootcamp can be beneficial:

- **Time Efficiency:** A three-day bootcamp allows participants to receive concentrated knowledge and skills training within a relatively short timeframe. It provides a structured and efficient learning experience without requiring a long-term commitment.
- **Immersive Learning:** By dedicating three full days to the bootcamp, participants can fully immerse themselves in the entrepreneurial mindset and actively engage in hands-on activities and discussions. This immersive environment enhances learning and retention of information.
- **Actionable Takeaways:** The bootcamp is structured to provide participants with actionable takeaways from each session. The focused nature of the program ensures that attendees can immediately apply what they have learned to their own startup ideas or ventures.
- **Networking Opportunities:** The bootcamp brings together a group of early-stage entrepreneurs, creating a valuable networking environment. Participants can connect with like-minded individuals, share experiences, and build a support network for future collaborations and partnerships.
- **Access to Mentors and Experts:** A three-day bootcamp often includes guest speakers, mentors, and industry experts who share their insights and provide guidance to participants. This access to experienced professionals can offer invaluable advice and perspectives that help entrepreneurs refine their ideas and strategies.
- **Intensive Skill Development:** The bootcamp's condensed format allows for focused skill development in key areas such as ideation, business modeling, marketing, finance, pitching, and operations. Participants can gain a comprehensive understanding of these essential entrepreneurial skills in a relatively short time.

**Motivation and Inspiration:** Being part of a concentrated learning experience surrounded by like-minded individuals can inspire and motivate participants to pursue their entrepreneurial goals. The energy and enthusiasm generated during the bootcamp can have a lasting impact on their entrepreneurial journey.

Overall, a three-day bootcamp offers a well-structured, time-efficient, and immersive learning experience for early-stage entrepreneurs, equipping them with essential knowledge, skills, and networking opportunities to jumpstart their entrepreneurial endeavors.

## What are the objectives for the entrepreneurship bootcamp program?

1. Understand the process of generating innovative business ideas and identify market opportunities.
2. Develop a solid understanding of the key components of a business model canvas and create one for their own business idea.
3. Learn different methods of conducting market research and validate the feasibility of their business idea.
4. Gain knowledge of various marketing strategies and channels, and develop a comprehensive marketing plan for their startup.
5. Acquire skills in financial planning and forecasting, and create a basic financial plan and cash flow projection.
6. Explore different sources of funding for startups and understand the basics of investor relations.
7. Understand the legal and regulatory requirements for startups, including intellectual property rights and compliance considerations.
8. Develop effective pitching techniques and refine a compelling pitch deck for investor presentations.
9. Gain insights into team building and operational processes to ensure efficient startup operations.
10. Establish a network of peers and mentors for ongoing support and guidance in their entrepreneurial journey.

These objectives will provide participants with a solid foundation in entrepreneurship and equip them with the necessary knowledge and skills to start and grow their own businesses.

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## Course Curriculum

### Day 1

#### Morning Session 1 (10 am - 12 pm)

Topic: Ideation and Opportunity Assessment

Expected Deliverables:

- Understand the process of generating innovative business ideas
- Learn techniques for identifying market opportunities
- Generate a list of potential business ideas
- Select one idea for further development

#### Morning Session 2 (1 pm - 3 pm)

Topic: Business Model Canvas and Market Research

Expected Deliverables:

- Understand the components of a business model canvas
- Create a business model canvas for the selected idea
- Learn the importance of market research and its various methods
- Conduct basic market research to validate the business idea

#### Evening Session (3:30 pm - 5 pm)

Topic: Building an Effective Pitch Deck

Expected Deliverables:

- Understand the key elements of a pitch deck
- Learn how to create a compelling story for investors
- Create an outline for a pitch deck
- Start building the pitch deck with key slides

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## Day 2

### Morning Session 1 (10 am - 12 pm)

Topic: Product Development and Prototyping

Expected Deliverables:

- Understand the product development process
- Learn about different prototyping methods
- Develop a basic prototype for the business idea
- Gather feedback and make improvements

### Morning Session 2 (1 pm - 3 pm)

Topic: Marketing and Customer Acquisition

Expected Deliverables:

- Learn about different marketing strategies and channels
- Develop a marketing plan for the business idea
- Understand the importance of customer segmentation and targeting
- Identify effective customer acquisition strategies

### Evening Session (3:30 pm - 5 pm)

Topic: Financial Planning and Funding

Expected Deliverables:

- Understand the basics of financial planning and forecasting
- Learn about different sources of funding for startups
- Create a basic financial plan and cash flow projection
- Explore funding options and prepare for investor interactions

## Day 3

### Morning Session 1 (10 am - 12 pm)

Topic: Operations and Team Building

Expected Deliverables:

- Understand the key aspects of building a startup team
- Learn about operational processes and systems
- Identify potential challenges in operations and how to address them
- Develop a plan for team building and operational efficiency

### Morning Session 2 (1 pm - 3 pm)

Topic: Legal and Regulatory Considerations

Expected Deliverables:

- Learn about the legal and regulatory requirements for startups
- Understand intellectual property rights and how to protect them
- Identify legal considerations related to contracts, partnerships, and compliance
- Develop a checklist for legal and regulatory compliance

### Evening Session (3:30 pm - 5 pm)

Topic: Pitching and Investor Relations

Expected Deliverables:

- Learn effective pitching techniques and strategies
- Practice pitching the business idea to a panel of mentors/investors
- Receive feedback and refine the pitch deck
- Understand how to build and maintain relationships with investors



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Overall Program Outcome:

By the end of the bootcamp, participants will have:

- Developed a viable business idea
- Created a business model canvas and pitch deck
- Conducted market research and validated the business idea
- Explored marketing strategies and customer acquisition methods
- Created a basic financial plan and cash flow projection
- Explored legal and regulatory considerations for startups
- Gained pitching skills and received feedback from mentors/investors
- Developed a network of peers and mentors for ongoing support

Please note that this is a general outline, and you can customize it based on the specific needs and preferences of your targeted audience.

