IIML-INCUBATOR IIM LUCKNOW Innovating the future

AND

POWERED BY MOONPRENEUR Igniting Sparks of Innovation

IIM Lucknow Enterprise Incubation Centre (EIC)
In collaboration with
Moonpreneur (A Silicon-Valley Based Company)

Presents

CERTIFICATION-BASED

PRE-INCUBATION PROGRAM

FOR STUDENTS AND ASPIRING ENTREPRENEURS

Learn entrepreneurship and leadership fundamentals from global educators and business leaders

JOIN THIS PROGRAM TO:

Opportunity to take your idea to startup

A global stage to present your business pitch to successful Entrepreneurs and Investors

Certificate of participation/completion from IIM Lucknow EIC and Moonpreneur

Funding Opportunities to potential ideas

Access to IIML EIC resources, state of art labs (super computers), unparalleled mentor network & industry expert connect

Opportunity to get featured in quarterly newsletter of IIML EIC

ENROLLMENT FOR THE PRE-INCUBATION PROGRAM IS NOW OPEN!

The program is for students and aspiring entrepreneurs keen to develop an entrepreneurial and innovative mindset and prepare for stellar career opportunities

ABOUT PROGRAM

Pre Incubation Program is an online course for aspiring entrepreneurs. The students of each batch are divided into groups and each group comprises 4-5 students. Each group has a dedicated mentor. Each group is required to work on the mutually agreed problem statement under the supportive guidance of the respective mentors. There are 12 topics in Pre Incubation Program and it includes Business & Finance, Design Thinking, Idea, Sales & Marketing & Presentation and Communication skills. These sessions are delivered by IIM-L faculty and Silicon Valley business leaders to help the students work on their pitch deck, which they have to prepare and present in a video format to a panel of global judges during the PitchFest, the finale of the course.

WHAT THE PROGRAM COVERS

IDEA

- Entrepreneurship & Entrepreneurial Mindset + Where do Ideas Come From
- Vision & Value Prop–Building the Idea

DESIGN THINKING & STORY TELLING

- Design Thinking
- Ideation
- Story Telling

PRODUCT DEVELOPMENT

- Product Validation
- Development Time & Cost
- Market Feasibility

GO-TO-MARKET STRATEGY & PRODUCT MARKET FIT

- Competition Analysis
- Value Proposition
- Building GTM Strategy

SALES & MARKETING

- Total Addressable Market (TAM) – Market Research (MR) & Market Analysis
- Brand Positioning

BUSINESS AND FINANCE

- Pricing & Packaging - Business Model
- Product Roadmap
- Revenue Model & Financial Accounting

FEES - ₹24,999

Avail Early Bird Scholarship

FOR 1ST 50 PARTICIPANTS: ₹12,000

SCHOLARSHIP IS SPONSORED BY S2TECH/MOONPRENEUR

Register Now

IMPORTANT DATES

The program will start on 25th August 2022.
Sessions will be held every week on Thursday
from 7 to 8:30 PM.

MEET OUR GLOBAL INSTRUCTORS

Yamini Bhushan Pandey
Managing Director & CEO, IIML Incubator
India

Arunodaya Bajpai
Head Operations at IIM-L Enterprise Incubation Center
India

Name
IIML Faculty
India

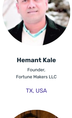
Name
IIML Faculty
India

Ken Burke
Founder, Entrepreneurs/NDW/MarketLive
CA, USA

Ali Davoudi
Vice-Chairman, Milion Air
TX, USA

Upen Varanasi
CEO & Chairman, Riversand Technologies
TX, USA

Ram Viswanathan
President & CEO, Nathan Research In
TX, USA

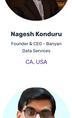


Hemant Kale
Founder, Fortune Makers LLC
TX, USA

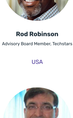
Prof. Mohd. Shameem Jawed
Chair, Entrepreneurship Development at Indian Institute of Management Visakhapatnam
Bengaluru, India

Jeby Cherian
Chairman, Blubirch and Co-creating Isha Leadership Academy at Isha Foundation
CA, USA

Dr. Shambavi Aamir Alve
Psychologist and Therapist
Guwahati, India



Nagesh Konduru
Founder & CEO - Banyan Data Services
CA, USA



Rod Robinson
Advisory Board Member, Technifars
USA

Corey Johnson
Director Supply Chain, P&G
WA, USA

Mahavir Jain
Startup Leader, Cognizant Accelerator
TX, USA

Alok Jain
CEO, Co-founder Moonpreneur
CA, USA

Vishal Malhotra
COO, Co-founder Moonpreneur
NC, USA

Vikas Shukla
CIO, Co-founder Moonpreneur
MA, USA

Sailesh Malhotra
Managing Director Moonpreneur
Bengaluru, India

Saurabh Gupta
DC Office of State of Education (OSSE)/WF/World Bank
Washington DC, USA

Hetal Sonpal
TEDx Speaker
Gurgaon, India

Shveta Dogra
Tech Director
Virginia, USA

Sonika Kapur
Life Skills Coach
Gurgaon, India

ABOUT IIM LUCKNOW ENTERPRISE INCUBATION CENTRE

IIM Lucknow has set up IIM Lucknow Enterprise Incubation Centre at its Noida campus. The National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology, Govt of India and Uttar Pradesh State Govt under Startup & IT policy supports the centre.

It is focused to provide speed and faster growth to new ventures for successful commercialisation of technology/product through a combination of Accelerator program, SEED Capital, Corporate Venture Capital Fund, Smart Co working space, Corporate Market Access, Mentoring and Training programs.

ABOUT MOONPRENEUR

Moonpreneur, formerly known as Moonshot 3r Inc., is a Silicon Valley startup with a mission to ignite the spark of Innovation and Entrepreneurship in the new generation to prepare them for the work of the future. Moonpreneur spans 9+ countries with a highly accomplished group of globally recognized mentors and teachers. We have nurtured over 3000+ curious minds within 2 years across the globe.

In case of any query, feel free to contact at **incubator_training@iiml.ac.in**