

Startup + Aid

An initiative by



What Is Startup Aid?



*THE MENTOR
PANEL CONSISTS
OF ::*

ALUMNI

INDUSTRY EXPERTS

PROFESSORS

The main motive of this program is to guide and channelize the potential in the sprouting ideas amongst IIT students and materialize their ideas into startups. In order to do so, a full fledged 4-Step program has been carefully designed that touches on all the essential steps that are required before an idea can transform into a presentable startup.

The 4 sprints include interactions with faculty, experts from specific fields, follow up sessions and much more. The only pre-requirement is a reasonable idea which can be built on. The following few pages will walk you through the entire program and the outcomes expected at each stage. So gear up for this exciting journey!

Outline

Got an idea
but have no
clue on how
to start?



Startup + Aid

Helps students structure their idea and connects them with experts in the field. The Startup Aid 4-Sprint Program will leave the startup ready for incubation pitches



CIE Pitch

**Road To
Startup**

ROLE OF MENTORS

Having an elaborate discussion with a veteran in one's field of interest can boost the enthusiasm to delve into the idea and work on making it succeed. Mentors will share their valuable suggestions to these basic start-up ideas and give an overview about what the future prospects for the start-up are. Start-up aid will also arrange one on one discussions between students and mentors which may be through voice or video calls depending on the availability and comfort of the students and mentors involved.

SPRINT-1

Refine
Proposed Ideas
through 'Idea
Hexagon'



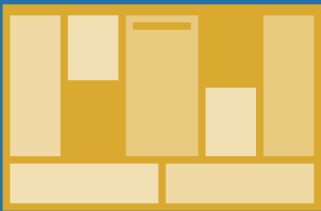
Preview the
existing Startup
idea that team
has in mind.

Interactive
Session with CIE
experts

Draft Renewed
Startup Model



Introduction to and
Preparing Business
Canvas Model



Market Analysis with
Industry Experts



Identify Target
Audience



Connect with IIT
Alumni Startups

SPRINT-2

SPRINT-3

Making the best of Funds



Obtaining Funds



Team Building and Management



Session with Investment Experts



Learn to Pitch and Idea to Investors



Final Checklist



CIE Pitch

SPRINT-4