**Website Specifications**

Example website to refer : <https://www.strategyinsightlab.com>

PROJECT NAME: IDEA TO STARTUP

DOMAIN NAME: ideatostartuplab.com

# ABOUT

IDEA TO STARTUP LAB IS A PROJECT DELIVERED BY **INDIAN SCHOOL OF BUSINESS**, IN PARTNERSHIP WITH **BOCCONI UNIVERSITY.**  THIS PROJECT IS FIRST OF ITS KIND TRAINING PROGRAMME TO ASPIRING ENTREPRENEURS IN INDIA.

The first round of applications is open till **1st MARCH, 2020.**If you would like **to be part of the training and to be informed** further please **fill in the form below.**

TO APPLY FOR THE FIRST EDITION OF THIS PROJECT,

PLEASE CLICK BELOW AND FILL IN DETAILS TO EXPRESS YOUR INTEREST

{WE WILL HAVE APPLY BUTTON HERE}

##### THE TRAINING IS COMPLETELY FREE OF CHARGE

# PROGRAMME

So, you have an idea?

What next?

Be a part of Idea to Startup lab! This training program will support your efforts to take your idea closer to implementation. As part of the project, aspiring entrepreneurs will receive a **five-month support programme**.

Our dynamic and engaging approach will strengthen your resolve and provide you with tools required to implement your idea. The training programme will aid development of management skills required to kickstart your entrepreneurial endeavour.

Throughout the course, you will be following tried and tested rigorous methodologies developed in partnership with academics and business experts in management.

The project will use **interactive and hands on materials.** Training will be delivered by experts and to small groups to enable you to take the leap, right from the first session.

# Why Idea to Startup Lab?

Participants who successfully complete the programme will receive a certificate of participation. They will also be invited to dedicated exclusive monthly events and networking opportunities. Successful participants may also apply to participate in Idea to Startup training's annual Investor Demo Day, which will be scheduled towards the end of 2020. Idea to Startup training is offered free of charge as part of a research programme.

# FAQs

**What is the structure of training program?**

The training will comprise of 8 sessions. Each session will be three-hour long and will be conducted in small groups with 1:25 facilitator-entrepreneur ratio.

These sessions will be conducted on weekends during the months of April to August. They will be scheduled either on Saturday or Sunday.

**When and where is the Idea to Startup training offered?**

The 8 sessions at Idea to Startup training will be delivered on weekends: Saturdays or Sundays. You will be allocated to either sessions on Sunday or Saturday. The sessions will be conducted in Hyderabad. Exact location of the venue will be communicated to the participants closer to the start date.

The applicant can indicate her/his preference for either one of the cycles (Saturday or Sunday), but it is not possible to know to which session she/he will be assigned to, until closer to the start date.

For organisational reasons, once assigned to a cycle and a session, it is not possible to switch or make any changes to the allocated schedule.

After the 8 core sessions, participants will be invited to exclusive monthly events focused on specific topics and to a final demo day with investors end of 2020. Only those who attend at least 6 sessions out of 8 will be invited to monthly events and the final demo day.

**What is the fee for the training programme?**

Training programme is free of charge

**I do not live in Hyderabad, so how about travel and accommodation?**

ISLab will cover the training expenses and the training programme is free of charge. Travel, lodging and food expenses must be borne by the participants.

**What is the content of training program?**

In each session, the instructor will deliver valuable tools that will support strategic and operational decision making in your company in many areas, from idea strengthening to product launch to hiring, to operations and advertising.  Significant amount of time in each session will be devoted to the discussion of small cases, applying the ideas learnt in class to the specific case of your company and interactively discussing them, following participant-centered learning methodology.

**Is it compulsory to attend all sessions?**

Participation to all sessions is strongly encouraged for making the most out of the programme. However, participants are allowed to skip up to 2 sessions out of the 8 core sessions. A higher number of missed classes will not allow to continue with the programme. This will imply that it will not be possible to access course materials, receive the final certificate of participation as well as taking part in the (by invitation-only) monthly events and in the Idea to Startup training demo day.

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**What is the class size?**

To ensure a high quality learning experience, participants will be divided into small classes (approx. 25 entrepreneurs in each class). In this way each participant will have the opportunity to interact with everyone and get direct feedback from the instructor. Monthly events will be organised into larger groups, instead, to give attendees the opportunity to network more broadly.

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**Who are going to be the instructors/facilitators for the business support programme?**

The list of instructors is currently being finalised and it will be available at the beginning of February on the website. All instructors have substantial expertise in business training and coaching, especially with start-up and SMEs. Most of them have a proven record running companies or mentoring companies and all of them have a dynamic and interactive approach to teaching.

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**Who are eligible to join the programme?**

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Aspiring entrepreneurs who have an idea and would like to take further steps towards implementation are welcome to join our training program.

**What is the main purpose of the entrepreneur training programme**

We observe that majority of ideas do not move beyond enthusiastic sharing among close networks or suffer quick dismissal. Individuals do not often take them to implementation phases for numerous reasons. This training program wants to facilitate the process by delivering business knowledge that is proven to enhance idea implementation abilities. Idea to startup program aims to further explore the business practices that are more conducive to improving startup performance and productivity.

**Is participation in the business support programme only open to founders and co-founders?**

Each individual involved in developing the idea further is eligible to participate.

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**Will I be asked to share confidentially information with the other members of my class?**

No. Each participant will decide autonomously on the extent to which they wish to participate in the class discussion and whether they want to keep a more active or passive role. Each participant will decide which information he/she wants to share with the class. We encourage you NOT to share any confidential information, which is certainly something NOT required in order to participate and make the most out of the business programme.

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**How will the data be used and their security be protected?**

All data collected in the context of this project will be used exclusively in anonymized and aggregate form for academic research purposes and in the public interest. None of your data will be shared with other parties except the ones directly involved in the project (i.e. ISB and Bocconi University). Data will be encrypted and stored on our (restricted-access) IT infrastructure. The two academic institutions involved in this project adopt the highest research ethics standards for managing and protecting data, which is a core part of their regular activities. Their outstanding reputation in the research domain speaks for their commitment to ensure that data will only be used to gather general insights on the quality of the programme delivered for academic research purposes and in compliance with GDPR regulations and for no other purpose. We would be very happy to provide more detail on our research and the use of data, should you find it useful.

# Academic Support

Indian School of Business, in collaboration with Bocconi University, will provide their world-renowned expertise in the field of management and entrepreneurship to deliver cutting-edge business knowledge to aspiring entrepreneurs with ideas in nascent phase.

The programme is free of charge!

People

Links to Public profiles of the following people

Anand Nandkumar

*Associate Professor of Strategy & Entrepreneurship*

*Indian School of Business*

Anusha Sirigiri

*Assistant Professor of Entrepreneurship*

*Indian School of Business*

Arnaldo Camuffo

*Professor of Business Organization*

*Bocconi University*

Alfonso Gambardella

*Professor of Management*

*Bocconi University*

Chiara Spina

*Doctoral Candidate in Management*

*Bocconi University*

**HOW TO APPLY**

If you are interested in applying, to hear from us,

Please provide following details and we will reach out to you with further information

Name:

Surname:

Email:

Phone: