

TWO-DAY WORKSHOP ON

Startup Management

“Master the business, not merely the idea – great startups are built on scientific execution.”



Resource Person

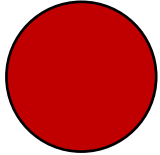
Professor Sanjay Saxena

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Varanasi, India

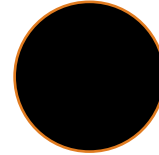
+91-7408424211

sanjay.saxena.lms@gmail.com

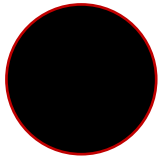
How Will This Workshop Benefit the Participants?



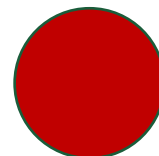
Participants will acquire business acumen that bridges the gap between technical skills and business skills.



They will gain the skills to identify and develop business solutions to people's problems.



Participants will learn how to develop a competitive business strategy for their products.



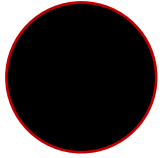
They will gain the skills necessary to turn their startups into successful unicorns.

Module 01

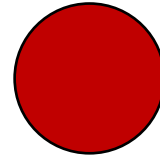
Startup To Unicorn

“Destiny appears where you focus your brain’s frequencies.”

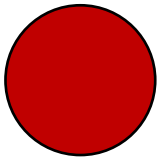




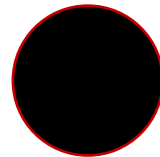
**The startups in light of the current
geoeconomic scenario.**



Causes of Startup Failures



**Overview of startups and unicorn
companies.**



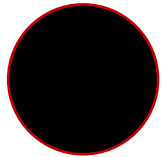
**How to turn startups into
successful unicorns?**

Module 02

Design Thinking

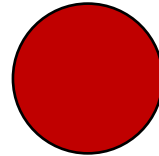
“Develop innovative, user-centered solutions to complex problems.”





How to identify the actual problem?

- Symptom Vs Root Cause
- Root Cause Analysis



How to develop a business solution?

- Ideation
- Prototype
- MVP
- Product Market Fit

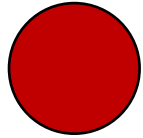
MODULE 03

Competitive Business Strategy

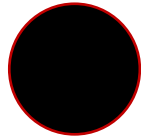
“Outperform rivals and achieve sustainable growth.”



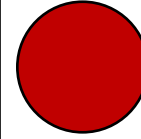
Module 03 — Competitive Business Strategy



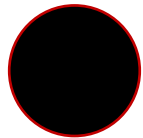
**Operational
Efficiency Vs.
Strategy**



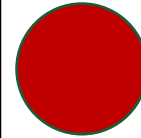
Strategic Fit



Generic Strategy



Blue Ocean Strategy



**Jobs-To-Be-Done
Strategy**

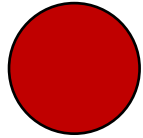
MODULE 04

Managing Finances

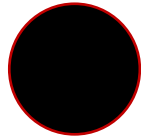
“Maintain liquidity and maximize returns on investment.”



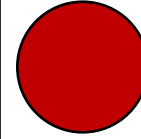
Module 04 — Managing Finances



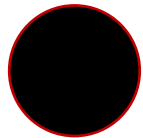
Cost Structure



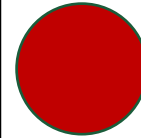
Budgeting



Fund Raising



**Working Capital
Management**

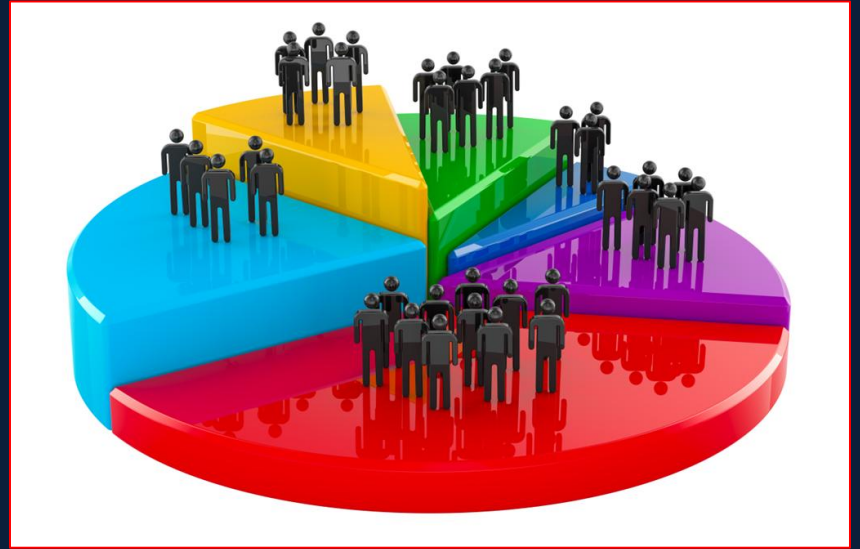


**Cash Flow
Management**

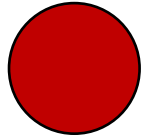
MODULE 05

Segmentation Targeting Positioning

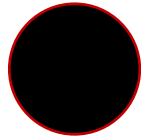
“Create a competitive advantage through more precise market positioning.”



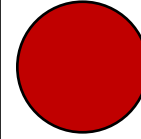
Module 05 — Segmentation Targeting Positioning



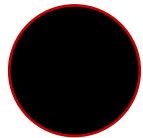
Basis of Segmentation



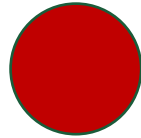
Value Proposition



Target Segment Persona



Unique Value Proposition



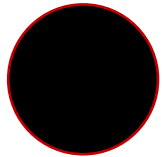
Positioning Strategies

MODULE 06

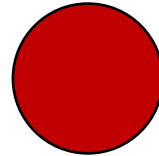
Branding and Communication

*“Shape Perception, Drive Recognition,
and Build Trust.”*





How to develop brand equity?



How to manage integrated marketing communication?

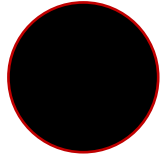
MODULE 07

Sales and Distribution

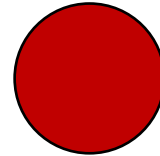
“Soldiers Never Quit Until They Die”



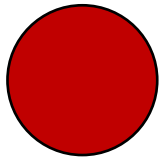
Module 07 – Sales and Distribution



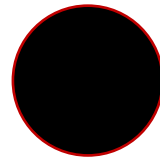
Golden Rules of Sales



Direct Sales Process



Product Repositioning



Distribution Channel Management

Requirements in the Training Room

Please ensure the following are arranged before the lecture begins:



Laptop & LCD/LED for Presentations

For projecting the lecture slides and exhibits to all participants.



Photocopies of the Workbook

Sets to be made and distributed to all participants.



Audio Facility with Collar Mic

To ensure clear audio delivery across the training hall.



Classroom Settings of the Training Hall

Hall arranged for classroom-style seating to facilitate learning.



Writing Pad and Pen for Each Participant

Each participant needs materials for note-taking and exercises.

Workshop Schedule — Day One

DAY 01

Session I

10:00 am – 01:00 pm

- Startup Concepts
- Causes of Startup Failures
- How to Develop Unicorns

Lunch Break

01:00 pm – 02:00 pm

Networking and Refreshments

Session II

02:00 pm – 04:30 pm

- Design Thinking
- Competitive Business Strategies
- Practical Exercise

Evening Tea

04:30 pm

Day One Concludes

Workshop Schedule — Day Two

DAY 02

Session I

10:00 am – 01:00 pm

- Managing Finances
- Segmentation
- Targeting and Positioning

Lunch Break

01:00 pm – 02:00 pm

Networking and Refreshments

Session II

02:00 pm – 04:30 pm

- Branding and Communication
- Sales and Distribution
- Filling the Workbook

Evening Tea

04:30 pm

Day Two Concludes

Fee Structure

₹ 20,000
per day

Additional logistical expenses, if any, will be charged at actuals.

Professional Honorarium

₹ 20,000 per day of lecture engagement.

Logistics at Actuals

Travel, accommodation, and local transport will be charged at actual cost separately.



Life is Beautiful

THANK YOU



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