



AIC Nitte Pre-Incubation Program - I

(2020-2021)

Overview

AIC Nitte Pre-incubation program is designed to support the ideation stage and early stage startups to understand and implement the fundamentals of the startup ecosystem into the business idea. The 8-Week program consists of business training expert support, coaching and mentoring sessions to accelerate your business idea and to create a successful business model.

Program Schedule

The duration of the program is 8 weeks, and online sessions will be conducted on Tuesdays.

Program Agenda

| | Topic |
|----------------------------|------------------------------|
| Week 1 | Entrepreneurial Mindset |
| Week 2 | Idea Validation |
| Week 3 | Business Model Canvas |
| Week 4 | Building MVP of Your Startup |
| Week 5 | MID Program Review |
| Week 6 | Marketing |
| Week 7 | 90 days of Sales |
| Week 8 | Legal Compliance & Finance |
| Demo Day - Investor Review | |