

AIC Nitte Pre-Incubation Program - II

(July 2022-August 2022)

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 10-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 10 weeks, and online sessions will be conducted on Tuesdays.

Program Agenda

	Topic
Week 1	Entrepreneurial Mindset
Week 2	Business Model Canvas
Week 3	Storytelling
Week 4	Product & Project Management
Week 5	MID Program Mentoring I
Week 6	MID Program Mentoring II
Week 7	Marketing for Startups
Week 8	Sales
Week 9	Funding
Week 10	Legal Compliance & Finance
Demo Day - Investor Review	