



# AIC Nitte Pre-Incubation Program - V

## 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 4-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 4 weeks, and online sessions will be conducted on Tuesdays 2.30 pm to 4.00 pm and Saturdays 11.00 am to 12.30 pm.

## Program Agenda

Schedule	Topic
2 <sup>nd</sup> January 2024	Developing Entrepreneurial Mind-Set
6 <sup>th</sup> January 2024	Business Model Canvas
7 <sup>th</sup> January 2024	Identify Customers, Emphasize Unique Value
13 <sup>th</sup> January 2024	Building MVP of Your Start-Up
16 <sup>th</sup> January 2024	Product Pricing / Making Offers
20 <sup>th</sup> January 2024	Go to Market - Making Your First Sales
23 <sup>rd</sup> January 2024	Legal Compliance for Start-Up
27 <sup>th</sup> January 2024	Building Your Pitch Deck and Business Plan
30 <sup>th</sup> January 2024	Storytelling for Startups & Idea of Articulation