

Startup Bootcamp

Ideate. Create and Scale



Program Overview

Objectives

The Startup Bootcamp is aimed at taking Innovative Start-ups to the next level.

The Marketnext Business Ecosystem with its extensive global network is well-positioned to provide :

- Training & mentoring,
- Exclusive connections,
- Support for accelerating growth

Marketnext Accelerator Program designed to support entrepreneurs:

- from the idea stage to the product launch phase,
- help entrepreneurs to build sustainable technology businesses and companies with high growth potential.
- established to develop entrepreneurship and leadership skills,
- to promote a culture of entrepreneurship,
- to create a strong startup ecosystem. dedicated to empower the entrepreneurial community
- build networks that drive collaboration
- strengthen entrepreneurs worldwide. t dedicated to fostering entrepreneurship, innovation, leadership development,
- build thriving communities, global outreach and achieving sustainable economic growth.
- offers a platform that provides action-based learning programs, resources, and networks for entrepreneurs and leaders.

Phases

Knowledge Sessions

There will be various critical knowledge transfer sessions to capacitize the startups / SMEs to build their knowledge & skills to launch, grow and expand globally.

Demo Day

After successful completion of the knowledge session, the participants will present their products and services to the global community.

Ongoing Support

For growth startups require patience and persistence. After the demo week our team will support these companies for a period of 6 months for growth and expansion.

Timeline

Dates

March 15 - 18

Demo day - 20

Format

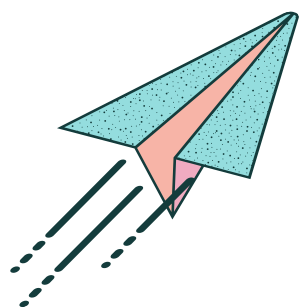
Live // Virtual--sessions

Learners will need regular computer and internet access to participate in online sessions.

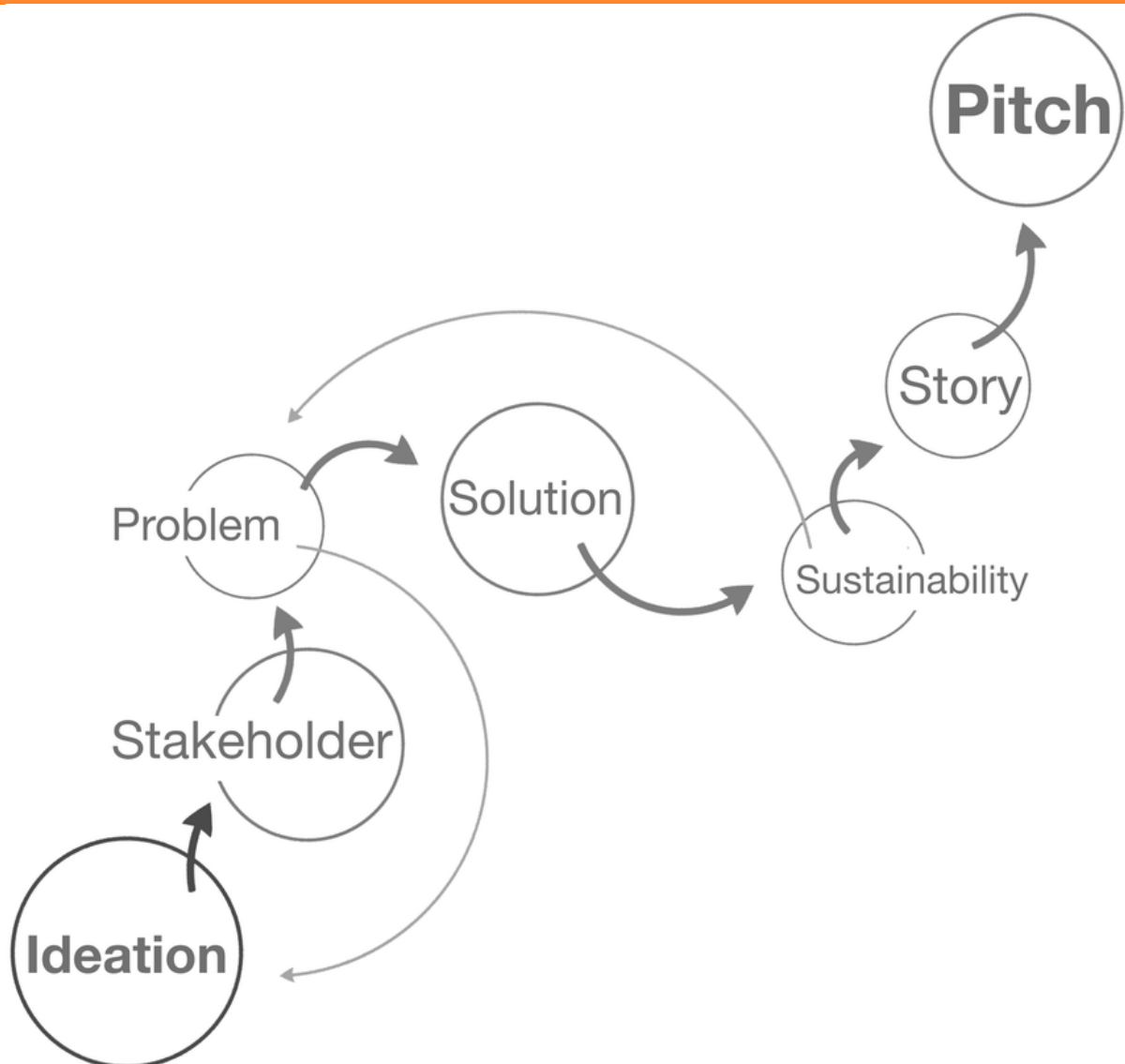


Key Takeaways

- **6-Months Program**
- **Live Masterclasses**
- **Online / Offline**
- **Corporate Partners**
- **Global Network**
- **World class Mentorship**
- **Investor Access**
- **Demo Day**
- **Awards & Recognitions**
- **Industry Connects**
- **TV Reality Show**



The Bootcamp is a hands-on, immersive, and rigorous learning experience. In few weeks, you'll learn to identify an innovation opportunity, develop and deliver a superior solution, and select a business model to deliver value for a range of stakeholders.



Knowledge Sessions -- Blended Learning

- **Practical Creativity**

Innovators often get “stuck.” Learn practical techniques to identify viable opportunity spaces and generate new ones.

- **Customer Discovery**

Your end users are at the core of your venture and you must understand them profoundly. Learn to identify their unmet needs - the opportunity to create value for them and your venture.

- **Problem Definition**

The problem defines the innovation opportunity and potential to create value. Learn how to frame and specify the problem opportunity so that you develop a solution that creates real value.

- **Solution Development**

It takes four modules to even discuss the solution! This is because superior solutions are built on the foundation of a well-specified opportunity and knowing your end user well. Learn to develop a solution that works AND your end user will love.



Knowledge Sessions -- Blended Learning

- **Financial Sustainability**

Venture creation doesn't end with creating a superior solution. It has to get to the end user. Learn how the business model and other decisions you make can create value for your customer and your startup.

- **Digital / Global Readiness**
- **Growth Strategy**
- **Leadership**

- **Storytelling**

Communicating the value you are creating is key to engaging co-founders, employees, partners, customers, and investors. Learn to craft a story that engages a range of stakeholders and clearly communicates the value your venture will deliver.

- **Pitch**
- **Pitch your venture and receive feedback from Marketnext Bootcamps judges.**

Each session will be of 2 hours from our global seasoned experts.



Sessions

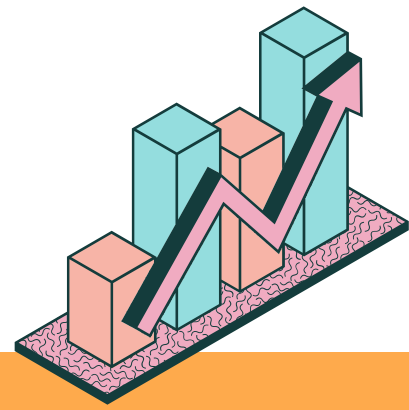
PROJECT DESCRIPTION

- Ideation to creation / Entrepreneurial journey
- Business modelling
- Practice pitching for recruiting, sales, and investment.
- Earn your first co-founders – it's the biggest sale you'll ever make.
- Validate market / evaluation - prototyping, website, branding, sales video, and a way to take pre-orders.
- Get firsthand experience selling your product in an innovation , and get one-on-one advice from our mentor community.
- Decide whether you're an inventor or an entrepreneur.
- See which makes a bigger impact on buying decisions: logic or emotions.
- Identify the gaps between your idea and a sustainable business – do you have a working product? If not, prioritize those gaps and form them into a coherent ask for help.
- Meet key stakeholders in the marketnext ecosystem who can help you cross those gaps.
- Pitch your idea to compete for prizes.
- Leave knowing how to validate the next step in your own business.

TIMELINE OF THE PROJECT

- March 15 - initial meeting & knowledge Sessions
- March 16 - submission of ideas & Knowledge Sessions
- March 17 - Knowledge Sessions
- March 18 - Revisions / Review
- March 19- Revisions / Review
- March 20 - demo day &TV reality show

Demo Day



This is the most exciting part of the Startup Bootcamp, the participants will join the demo day. During the demo day, the Selective participants would be pitching their idea & offerings to our Jury. The winners will get cash prizes from University or sponsors. Best 10 performing startups will get mentoring & support from Marketnext Foundation for a period of 6 months. The event needed to be covered by the media as TV reality show.

After the demo week, for the next 6 months selective companies will be supported by our global team for international market growth.



Post Demo Week

- The Selected Candidates will get Free Participation access to all our Global Community activities and mentoring for next 6 months.
- Onboarding to our Trade & Procurement and Open Innovation Platform.

Terms & Conditions

- 100% participation is required in the capacitation sessions for participating in the Demo week.
- Assignments need to be completed for successful participation in the program.
- Management holds the rights for rejecting any participants if found non-competitive.
- Companies need to sign the MoU before starting the program.
- All sales are final, and the Company does not offer any money-back guarantees. You recognize and agree that You shall not be entitled to a refund for any purchase under any circumstances.
- **Confidentiality:** The Company respects the privacy of its participants and will not disclose any information. As a condition of participating in the Program, you hereby agree to respect the privacy of other Program participants and to respect the Company's confidential information.



Our Mentors



Shine Gopal, Founder & Chairman of Marketnext

- Award winning serial entrepreneur
- Global Venture Developer, Industrialist
- Business & Tech Ecosystem Builder
- Open Innovation evangelist, Changemaker with 20+ years of global experience



Prof. Ujjwal K Chowdhury, Global Director of Media & Education

- Thought Leader in media and education,
- Former Pro Vice Chancellor of Adamas University
- Earlier Dean of Amity University
- Dean of both, Symbiosis Media school and Whistling Woods



Branka Van der Linden - Europe
Knowledge partner

- Entrepreneur
- Effective AML Compliance Officer
- Risk Mitigation Specialist
- Startup coach, International Speaker & Mentor



Gireesh Gopal - Bangalore, India

- Management Consulting,
- Leadership Development,
- Executive Coaching



Sastri Ramiah - South Africa

- Serial Entrepreneur, Investor, Chartered Accountant
- Founder - CEO at GITC
- Founder- Olive college of learning
- Founder- Olive convention centre