

Startup 360

A Bootcamp for **Startup Co-Founders**

October 26th to November 27th 2018

Apply online : www.psgstep.org

Contact : +91-90038-11611

Supported by



Organized by



Knowledge & Funding Partner



StArtup 360

The Startup 360, launched by PSG-STEP, supported by NSTEDB, Govt. of India, is a 25-day intensive mentorship driven bootcamp designed to help the founders of idea or early stage startups to validate their ideas, construct the business model, build a sound business plan and develop a strategic plan to ensure the success of the enterprise.

Spread over 150 hours across 25 days, the Bootcamp takes place in Coimbatore, the heart of the entrepreneurship activity in Tamil Nadu.

The program helps Startups and Founders take the first step into entrepreneurship by way of carefully curate set of classes and workshops mentored by eminent Entrepreneurs and Professionals.

The fourth edition of Bootcamp is aimed at transforming Founders into Innovators and Leaders by equipping them with the right set of tools and frame works to navigate through their entrepreneurship journey.

THE BOOTCAMP IS FOR

Interested candidates falling into the following category are encouraged to apply

- Innovators & Aspiring Entrepreneurs
- Professionals with a Startup Idea
- Aspiring Final Year Students/Graduates & Researchers



PROGRAM TRACKS



New age
Entrepreneurship &
Lean Startup 101
Principles



Design Sprint Primer



Business Model
Design & Validation



MVP & Product
Market Fit



Go-To -Market
Strategy



Startup Growth
Strategies



Startup Legal & IP
procedures



Business Plan
Basics



Pitch Prep &
Readiness



Best Practices in
Grant writing

Established Entrepreneurs

SPEAKERS

Professionals / Industry Experts

Investors

Startup Mentors

KEY TAKEAWAYS

- Learn to look at problems around you objectively •
- Incubation support from PSG-STEP for promising startup ideas •
- Successful participants will be shortlisted for NIDHI-EIR, NIDHI-PRAYAS, Seed Fund Support, NAN •
Angel Investment based on the eligibility criteria

Program Duration: **1 month (Flexible Timings)**

Program Fee: **INR 2500/-**



PSG COLLEGE OF TECHNOLOGY

PSG College of Technology an ISO 9001:2000 certified institution is one of the first institutions founded by the PSG & Sons Charities Trust (1926). The college was established in the year 1951 and the founders wisely decided to locate within close quarters of PSG Industrial Institute for effective Industry - Institute interaction.



PSG-STEP

PSG College of Technology, in the year 1998, established PSG-Science & Technology Entrepreneurial Park (PSG-STEP) – the incubation centre of PSG Tech with the support from National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology, Government of India.

To promote and accelerate entrepreneurship, PSG-STEP extends various support to startups/innovators through the initiatives such as capacity building training programs, mentoring support, funding support, networking with other agencies, participations in national & international challenges and access to lab facilities of the institution.



NATIVELEAD

Native Angels Network (NAN) is an angel investment facilitation forum promoted by Nativelead Foundation. Nativelead is a non-profit organization that nurtures innovation based new-age entrepreneurship in non-metro regions. Our strategies and approaches are designed in alignment with the dynamics of Tier II & III regions



For Registration & Details Contact

The General Manager PSG - Science & Technology Entrepreneurial Park - (PSG - STEP)
PSG College of Technology, Coimbatore.

Phone : +91 422 4363300, 4363333 Mob: +91 90038 11611, Fax: +91 422 - 2573833

E-mail : step@psgtech.edu | Website : www.psgstep.org