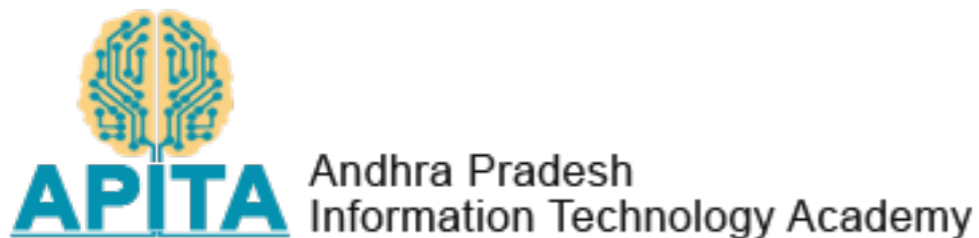


# TECHNOLOGY ENTREPRENEURSHIP PROGRAMME

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# **ADMISSION SESSION**

**5, JANUARY, 2017**

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Technology Entrepreneurship Programme (TEP) is a semi virtual programme offered by the Indian School of Business (ISB), tailored specifically to motivate and generate interest in entrepreneurship among 3rd and 4th year engineering students.

# GOALS | VISION & MISSION

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- Foster entrepreneurial mindset in engineering students.
  - Link entrepreneurial and innovative behaviour to education and career pathways.
- Mentor and support students to launch to launch their own ventures.
  - To provide an environment experience for engineering students to create investable technology based startups.

# TEP COMPONENTS

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CORE COURSES



PRACTICUM



BUILD YOUR OWN VENTURE

# PROGRAMME

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## YEAR 1



*Design Thinking  
Workshops  
Jul - Sep*



*Core Courses  
Aug - Nov*



*Idea to Market  
(Technology  
Prototype  
Phase)  
Jan - Apr*



*Idea to Market  
(Technology and  
Design  
Mentoring)  
Jan - Sep*



*Core Courses  
Jan- Mar*

# PROGRAMME

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## YEAR 2



*Core Courses*

*Aug - Nov*



*MVP*

*Aug*



*Business Plan*

*Sep - Apr*



*Idea to Market  
(Business  
Mentoring)*

*Sep - Apr*



*Core Courses*

*Jan- Mar*



*Demo Day*

*May*



*TEP  
Certification*

*May*

# COURSE WORK | YEAR 1

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- Opportunity Identification
- Intellectual Property
- Design Thinking
- Introduction to lean start-up
- Business Model Canvas
- BM Element 1: The Business Value Proposition
- BM Element 2 & 3: Customers
- BM Element 2 & 3: Customer Validation
- BM Element 4: Channels
- BM Element 5: Revenue models
- BMS Element 6: Partnerships & Suppliers
- BM Element 7, 8 & 9: Resources, Activities & Costs
- B-Plan and Pitching



# COURSE WORK | YEAR 2

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- Usability, Aesthetics and Functionality
- Project Management for Startups
- Forecasting for new products
- Product/Technology Adoption/Diffusion
- Pricing Models
- Basic Accounting
- Acquiring & Mobilizing Resources - Financing
- Marketing 101
- Acquiring & Mobilizing Resources - Building the team
- Competing with Incumbents - 1
- Harvesting the opportunity - Exit Options & Strategies

# TEP ECOSYSTEM

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- Faculty:

- Internationally reputed 25+ faculty from around 10+ internationally ranked B-Schools.
- Accomplished industry experts like the Design Heads, Strategy Heads, Investors etc.

- Mentors:

- 100+ mentors on boarded with various expertise like technology, design, business etc.
- ISB Alumni, TiE Hyderabad, Hyderabad Angels etc.

- Industry:

- Industry collaborations:
- Google, Microsoft Ventures, Harvard Business Review etc.

## KEY TAKE AWAY | COLLEGES

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- Platform for enabling holistic development of students by providing exposure beyond technical skills.
- Opportunities to build robust partnerships with corporates and government agencies
- Faculty development workshops at ISB for training staff associated with TEP
- Collaboration and sharing resources with different colleges across the states

# KEY TAKE AWAY | STUDENTS

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- Exposure to Design Thinking Methods and processes
- Guidance and support to develop their own product / service and launch their own technical venture
- Access to online training sessions from world-renowned experts in management and entrepreneurship
- Opportunities to learn from mentors from technology, design and business sectors

# ELIGIBILITY | COLLEGES

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- Colleges should give access to the enrolled students to the labs (Micro controller, Design labs, computer labs etc.), as needed by the course curriculum.
- The college should be able to host and provide logistics as required for any workshops happening at the TEP program level.
- The college should nominate one admin point of contact to take care of program coordination on behalf of college.
- The college should nominate few engineering subject faculty for mentoring on the technology issues.

# ELIGIBILITY | STUDENTS

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- 2nd year 2nd semester students of the enrolled colleges may apply.
- Applicants must be full-time regular student at the engineering college.
- Applicants should not have any backlogs at the time of application.
- Applicants must be able to demonstrate leadership skills and an aptitude for entrepreneurship.
- Former participation in an entrepreneurship program is a plus.

# IMPORTANT TIMELINES

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9, January 2017 - Applications open

28, February 2017 - Applications close

20, March 2017 - Applications shortlist

31, March 2017 - Background verification and Fee  
Payment

*<http://www.isb.edu/technology-entrepreneurship-programme/application>*

**THANK YOU**

**Q & A**