TECHNOLOGY ENTREPRENEURSHIP PROGRAMME

ISB | Centre for Innovation and Entrepreneurship

APITA Andhra Pradesh Information Technology Academy

TASK Telangana Academy for Skill and Knowledge

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

- 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

CORE COURSES

PRACTICUM

BUILD YOUR OWN VENTURE

PROGRAMME

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

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

- 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

- 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

- 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

- 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

- 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

- 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

- 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

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