



Bootcamp Programme Schedule

Week/ Date	Workshop	Description	Sub - Topics	Tools	Deliverables	Tech. Platform
1	Introduction & Design Thinking Workshop	TBD	Team Formation Team Management/ Scrum	Team Canvas Scrum Board (Microsoft Teams)	Team Canvas filled out Team Board created Joined bootcamp board	
Idea Coaching with Zaur/Prototype Dev./Tech Roadmap & Appetite						
1:1 with mentor						
2	Problem Identification	In this workshop, participants will learn how to identify and define the core problems or challenges their business aims to solve. Through brainstorming sessions and data analysis, they will gain insights into customer pain points and market demands, laying the foundation for a successful business strategy.	Problem Statement Customer/User Persona	Value Proposition Canvas	Value Proposition Canvas filled out (Persona Part) Problem Statement designed	



	Weekly Update			Problem Statement Canvas	Persona created	
				Persona Canvas	Validating with 5-10 people	
				Customer Journey Map	Customer Journey created	
Idea Coaching with Zaur/Prototype Dev						
1:1 with mentor						
3	Solution Generation	During this workshop, teams will engage in creative problem-solving exercises to generate innovative solutions for specific business challenges. By exploring diverse ideas, they will identify practical and unique approaches to enhance their products or services.	Value Proposition statement (convergent + divergent)	Customer journey map	low/high fidelity clickable prototype	
	Weekly Update					



Idea Coaching with Zaur/Prototype Dev						
1:1 with mentor						
4	Market Sizing / Competitor Analysis	In this workshop, attendees will acquire skills to assess the market size and potential for their products or services. Through competitor analysis, they will gain a deeper understanding of their competitive landscape, enabling better decision-making and market positioning.	Market Sizing Techniques (top-down; bottom-up)	Competitor Matrix	TAM/SAM/SOM	Competitor Matrix created
	Weekly Update		Competitor analysis techniques			
Idea Coaching with Zaur/Prototype Dev						
1:1 with mentor						
5	Business Model & Pricing Strategy	During this workshop, participants will work on crafting a comprehensive business model that outlines how their venture will create, deliver, and capture value. They will also explore various pricing strategies to maximize revenue generation while meeting customer expectations.	Business Model for B2C vs B2B	Business Model Canvas	Business Model identified	Validating with 5-10 people
	Weekly Update		Pricing Strategy			
Idea Coaching with Zaur/Prototype Dev						
1:1 with mentor						
6	Mission/ Vision/ Branding	This workshop focuses on helping businesses define their mission and vision, establishing a clear sense of purpose and direction. Participants will delve into	Branding for startups	Brand Canvas	Initial Brand kit	Slogan/Core values



	Weekly Update	branding elements, understanding how to create a compelling brand identity that resonates with their target audience.	Mission/Vision		Mission/vision statement written down	
Idea Coaching with Zaur/Prototype Dev						
1:1 with mentor						
7	Go-to-Market Strategy	In this workshop, participants will develop a well-defined go-to-market strategy that outlines how they will reach and engage their customers effectively. They will explore marketing channels, sales tactics, and customer acquisition strategies to ensure a successful product launch.	Elements of Go-to-Market Strategy			
	Weekly Update					
Idea Coaching with Zaur/Prototype Dev						
1:1 with mentor						
8	Pitch	The pitch workshop is designed to equip participants with the skills to deliver a compelling and persuasive pitch to investors, stakeholders, or potential customers. Attendees will learn to communicate their business idea concisely, highlighting its unique value proposition.	Public Speaking		Prepare the pitch script	
	Weekly Update		Pitch Deck		Pitch Deck prepared	
Demo Practice						
Demo Day						