

CC- 3 Innovation and Startup SYBBA Sem-3 – 2025-26)

	Resource Person: Dr. Rudri C. Purohit MHRD, M.Phil., PhD, NET (Management), NET (HRD)
Course Objective:	This course aims to develop an entrepreneurial mindset by introducing learners to innovation, idea validation, prototyping, startup pitching, and basic funding concepts. It equips participants to turn creative ideas into viable business models and explore early-stage funding opportunities.
Expected Outcome:	Participants will be able to identify real-world problems, validate their ideas, create a basic prototype, pitch their startup effectively, and understand funding options like grants, seed funding, and incubator support to take their venture forward.
Evaluation Method:	Blended Mode- Objectives and Descriptive
Course Content:	Module 1: Introduction to Innovation ● Innovation, Types, Schools, ● Steps in Innovation Management ● Divergent V/s Convergent Thinking ● Design Thinking Module 2: Ideation and Market Research ● Idea vs Opportunity ● Understanding real customer pain points ● Creating customer personas ● Market research basics ● Validating with potential users (interviews, surveys) Module 3: Business Model, Prototyping Intellectual Property (IP) Awareness ● Business Model Canvas

	● Value Proposition, Key Resources, Channels, Partnerships ● Customer-focused value creation ● MVP (Minimum Viable Product) essentials ● Simple prototyping tools ● Rapid testing using Build-Measure-Learn loop ● Basics of IPR: Patents, Trademarks, Copyrights ● IP protection strategies for startups Module 4: Branding, Storytelling & Pitching ● Define your startup's brand identity (vision, mission, core values) ● Craft a compelling startup narrative ● Develop a structured, story-driven pitch ● Leverage digital marketing (social media, influencer engagement, PR) ● Optimize the sales funnel for customer acquisition ● Use feedback loops and networking for continuous improvement Module 5: Business & Revenue Model Development and Startup Fundraising ● Types of revenue models and pricing strategies ● Funding options: bootstrapping, angel, VC, crowdfunding ● Legal and compliance basics for startups ● Understanding funding stages (pre-seed to Series A) ● Basics of grant writing and SSIP proposal preparation ● Overview of incubators in Gujarat: iCreate, GUSEC, GTU Innovation Council, AIC GISC ● Key startup grants in Gujarat: SSIP, NIDHI PRAYAS, NIDHI EIR, DST, GOG schemes ● Role of incubators in mentoring, networking, and resource access
References:	● Altman, S. (n.d.). Startup playbook. Y Combinator. Illustrated by Gregory Koberger. Retrieved from https://www.startupplaybook.com/ ● Hustle Fund VC. (n.d.). Raise millions: The ultimate guide to fundraising for first-time founders. https://www.hustlefund.vc/ ● Material provided