

DATE:

To,

Dear

Greetings from DPU Foundation For Innovation Incubation & Entrepreneurship Team,

I thank you for extending the opportunity as a **Mentor ON Board** to **DPU Foundation For Innovation Incubation & Entrepreneurship**. Please find below the structure for the expected outcomes from each of the phases:

For Pre-Incubation Phase

As a Trainer/Coach

Expected Outcome: Conduct the specified course/module using latest tools/techniques like PPT, Video Lectures, Case Studies, Workshop style, Role plays etc. The objective is to **Train/Orient** the potential founders/students into the "**Art of Entrepreneurship**".

For Incubation Phase

As a Trainer/Coach

Expected Outcome: Conduct the specified course/module using latest tools/techniques like PPT, Video Lectures, Case Studies, Workshop style, Role plays etc. The objective is to **Engage** the potential founders into the "**Art of Starting-Up**".

As a Mentor to Founder/Start-up

1. Discussion Agenda: Building a Product or Service

Expected Outcome: The interaction will involve defining the market segments for the start-up and identifying the product or a service. Discussion should include the life cycle of Product or the Service that a Founder is going to build. Also identify the gaps required to achieve the success and potential resources to close down those gaps (Technical/Business/People).

2. Discussion Agenda: Customer Focus – Creating High Value @ Low Price

Expected Outcome: Discussing the various pricing methodologies and identifying channels to serve the products/services to the customer. This will include online/offline channels, cost optimization through marketing channels and opportunities to scale up with the help of identified channel. Business Value Analysis (BVA) to act as a differentiator to build a Product/Service that Customers should Love.

3. Discussion Agenda: Creating sales forecast and implementation plan

Expected Outcome: Business and Financial plans will be discussed in numeric form where the cost to cater and expected revenue will be compared. This will help in aligning the start-up goals with the company objective and identify the potential gaps and strategies to fill the same.

4. Discussion Agenda: Building blocks of Marketing

Expected Outcome: The interaction will involve defining the market segments for the start-up and positioning of the product/service. It will also involve identifying the top 5 customers whom the entrepreneurs will approach to validate the idea and pitch their products. The discussion will also include value propositions for the customer and effective way of communicating the same.

5. Discussion Agenda: Competitors Analysis

Expected Outcome: The discussion will revolve around identifying potential direct and indirect competitors for the start-up and analysis of comparison of start-up with them. This will help in identifying potential gaps to be filled by the company and identify sustainable differentiating factors.

6. Discussion Agenda: Defining marketing objectives, align the sales strategies & building funnel

Expected Outcome: Start-ups will present their marketing objectives for next 6 months and various plans to achieve them. A critical evaluation will be discussed to identify potential gaps and plans to overcome the same. Additionally, the session will include building sales funnel and tracker for start-ups to identify and build road map for present and future.

7. Discussion Agenda: Reviewing marketing material and feedback

Expected Outcome: On the basis of the strategies defined above the necessary marketing material created by the entrepreneurs will be critically reviewed. Suggestions will be shared on gaps in value proposition, communication of the message and call to action for the readers.

8. Discussion Agenda: Contingency planning

Expected Outcome: Start-ups will encounter various difficulties and risks while implementing the plans. A worst case scenario will help start-ups to plan the activities forward and reduce the impact of identified risks.

Other details:

1. A total of 2-3 hours of intervention will be required per week depending upon the availability. A detailed schedule can we worked out.
2. In each session, start-up will need to be ready with points to be discussed over the call and roadblocks they are facing on implementation of strategies discussed in previous session.
3. By the end of the program, the start-up would have tested their Minimum Viable Product (MVP) with few paying customers and further built a sustainable model to scale up their activities ahead.
4. Necessary feedback, MoMs and plans for further session will be shared with all the stakeholders.
5. In the due course of Mentoring a start-up, if Mentor wishes to secure "Mentoring/Advisory" Equity, same needs to be discussed and Approved after mutual consent and legal vetting by Mentor/Founder/CEO-DPU Foundation For Innovation Incubation & Entrepreneurship.

I hope the above plan is as per your expectations and requirements. Please send the signed copy of the document to begin the Mentoring interventions.

Once again Thank you for your acceptance.

We look forward to your guidance to future Entrepreneurs and contribution in promoting Innovation & Entrepreneurship culture at Dr. D Y Patil Vidyapeeth, Pimpri Pune.

Thanking You,
Warm Regards,

Signed by:
Name:
Designation:
Contact #:
LinkedIn :

Mr. Mrudang Y Shukla
CEO,
DPU Foundation For Innovation Incubation & Entrepreneurship