

The background features several stylized gear icons. On the right side, there are two grey gears with dark grey outlines. At the bottom, there are two more gears: one in a dark blue-grey color and one in a bright red color. The text 'mynt next thing' is positioned in the center-left area.

# mynt

next thing

ENTREPRENEURSHIP CAPSULE  
NOVEMBER 9 - 17 (WEEKENDS ONLY)  
1:00 PM - 4:30 PM  
MYNT XLC, ANAND NIKETAN

FACILITATOR : AAYUSH NARANG

# CAPSULE OVERVIEW

The entrepreneurship capsule designed and delivered by Mynt aims to provide the student with an insight into the ecosystem of startups and coming up with solutions to real world problems.

The curriculum is designed to introduce the student to the key aspects of the process of turning an idea into a viable scalable product, starting from the fundamentals of team building, fund raising and finally building up to a pitch day, where the students come together and pitch their ideas and products to mock investors. The expected outcome of this capsule is to enable the student to develop the entrepreneurial spirit of solving a problem and make better-informed key decisions regarding further exploration in the field.



# FACILITATOR AND MENTOR



AAYUSH NARANG

Co - Founder

Project Mynt

Aayush Narang finished his schooling from DPS

R.K.Puram in 2010. Always a serial entrepreneur at

heart, the following year marked the beginning of

his Computer Science Engineering, and more

importantly his first business - Spark Eighteen.

Along the way, he formed a food-tech startup called

Cookfresh in 2012, which was acquired in 2014 by

an accelerator in San Jose, California. From being a

computer science engineer to an early

entrepreneur to scaling technology and marketing

operations, he's had a unique journey of his own.

# CAPSULE CONTENTS

Session 1: Introduction to Entrepreneurship & the startup world

Who is an entrepreneur? How is he/she different to a businessman? What is a startup idea? Developing to an idea to get it ready for execution As the saying goes, “Ideas are cheap. Execution is key.” But there is no execution without that idea. Learn how to turn your innovative idea from just a thought to the point of execution. Understand the meaning of 'proof of concept'

Session 2: Stating the problem, solution and the product

What problem are you solving? How is your solution better than other products out in the market? This session will help you understand product design



# CAPSULE CONTENTS

Session 3: Understanding the business model and marketing

Once you have the product, you are set to build a credible business model around this product. Terms like market validation, user base etc. are better explained. Who is your customer? How do you reach out to them in the most cost effective manner? We answer such questions in this session

Develop a value pitch keeping in mind the investors presentation. Know all the stakeholders - Customers, founding team and the investors. Let's create the right market information to match up to all their interests. What is essential to include in your presentation to investors? We try and understand how investors perceive startups and their products while building on a seed investment pitch

Session 4: Pitching in front of successful entrepreneurs/investors

Now that you've built your seed investment pitch, let's hear each of the groups out while everyone else interjects with what they've learnt over this capsule. There is a surprise gift for the winning group!

# FAQ'S

Q. What are the kind of startup ideas that we work on in the duration of this capsule?

A. The world is your oyster and we're happy to figure out the viability of any and all of your ideas that solve a real world problem.

Q. Are there any prerequisites to this capsule?

A. There are no prerequisites for this course. Anyone and everyone who's inclined towards learning about Entrepreneurship can pursue it.

Q. How long is each session?

A. Each session is approximately 2 hours long.

Q. Do I need to carry any equipment for the capsule?

A. No, everything will be provided for by Project Mynt.

