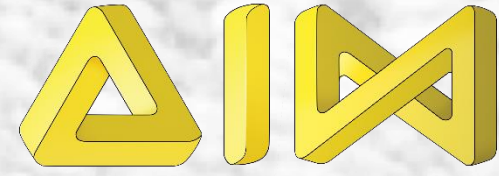




Supported By



ATAL INNOVATION MISSION



# B-PLAN FOR YOU

## Plan for Uncertainties

# AGBI – Your Entrepreneurial Edge

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Through the Atal Great Lakes Balachandran Incubator (AGBI) and our unique B-Plan For You program, we aspire to create 'global-born', 'de-risked, investable ventures' that address the severe bottlenecks identified in the entrepreneurial ecosystem in India, viz., opportunity startup, internationalization, high-growth, product innovation and startup skills.







# Your entrepreneurship journey begins here...

The purpose of the B-Plan For You program is to provide participants with the foundational training and practical experience towards starting a business of your own or a side hustle in case you want to work for some time, or to develop intrapreneurship skills if you aim to be a business manager in corporations – especially important during these uncertain economic conditions.





# Your entrepreneurship journey begins here...

The scope of this program is to train & facilitate participants in the creation of an innovative venture based on Design Thinking, Lean Startup and Agile methodologies.





# Who is this program intended for?

- Students/Alumni wanting to equip themselves with intrapreneurship skills for an accelerated career at organizations that value innovation
- Students/Alumni/Professionals wanting to work on a side hustle especially important during uncertain economic times
- Aspiring entrepreneurs who want to be guided with practical experience and foundational training/workshops towards starting their venture in the most efficient and effective way
- Intrapreneurs (Managers) within organizations to learn how to adopt innovative thinking, creativity, entrepreneurial mind-set and business modelling capabilities in the way their organization solves customer problems and creates new lines of products and businesses with compelling value for customers





# The B-Plan For You Advantage

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- Learn from inspiring global leaders, entrepreneurs, startups and investors
- Learn to leverage practical toolkits to transform your idea from concept to customer-loved business
- 1-1 coaching from startup mentors for guided implementation of learning
- Get investment and pitch ready in just 8 short weeks!
- Build a real prototype towards customer validation
- Certificate from Great Lakes Institute of Management – India's top ranked B-school, and from AGBI – India's top ranked AIM supported incubator
- Get the confidence and experience you need for your next entrepreneurial/intrapreneurial step



Mr. Chandu Nair  
Angel Investor



Mr. Saurabh Chaubey  
CEO, AGBI

Mr. Alex Paul Menon  
Jt. Secretary  
Govt. of CG





# What is required from you?

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- An idea or ideas that you would like to explore that have the potential of converting into a viable business to either fall back on or move into, in the long term.
- Ability to dedicate just 4 hours a week, for 8 weeks towards attending practical training/workshop sessions, guest lectures and 1-1 mentoring sessions
- A keen interest in growing the idea, if found to be feasible, through full-time incubation or part-time support with AGBI
- Working familiarity of various technologies that can be leveraged towards creating a robust solution or a technology partner who can provide relevant prototype development support
- Coachability and willingness to be mentored by experts and learn from peers



# Program Highlights

8  
Weeks Program

Outcome  
From an Idea, to  
customer-validated  
prototype

4  
Hours per week of  
in-class learning  
by AGBI/GLIM & experts

Experiential  
Learning using  
Design-Thinking & Lean  
Startup Toolkits

1-2  
Hours per week of  
asynchronous learning  
through 1-1 mentoring

Get certified  
from Great Lakes & AGBI  
on successful completion





Investor Session



Dr. Rajiv Roy at Fintech Startup Weekend



# 8-Week Curriculum

Phase 1 - Problems, Opportunities & Assumptions			
	Week 1	Week 2	Week 3
Topic 1	Workshop: 12 CSEs - What an Investor Wants	Workshop: Business Model Canvas and Lean Canvas	Workshop: Identify, Prioritize Riskiest Assumptions
Topic 2	Workshop: Sharpen Your Problem Pitch	Workshop: Pitch Perfect	Recap Session



# 8-Week Curriculum

Phase 2 - Product & Market				
	Week 4	Week 5	Week 6	Week 7
Topic 1	Get Out of the Building Week	Workshop: Unique Value Proposition & Sustainable Differentiation	Workshop: Journey from MVP to MLP	Workshop: How to Build your Go-To-Market Strategy
Topic 2	Workshop: Markets & Market Segmentation	Workshop: Balanced Founding Team	Workshop: Customer Experience Journey	Workshop: Roadmap



# 8-Week Curriculum

Phase 3 - Investment Readiness		
	Week 8	Graduation Week
Topic 1	Workshop: Financial Model, Unit Economics Model & Funding Strategy	Mock Pitch
Topic 2	Pitch Clinic: Prepare V2 Pitch	Pitch Fest & Graduation



Dr. Murugaesan Velayudam  
Vice Chancellor, Annamalai University



Mr. Bhushan Gajaria, MD - Beehive ventures,  
Mr. Gagan Gupta, Dr. Anu Gupta - KYT Ventures  
Mr. Amit Singhal – Director, Startup Buddy  
Mr. Sameer Mehta, Mehta Hospitals

Mr. Alex Paul Menon  
Jt. Secretary, Govt. of CG



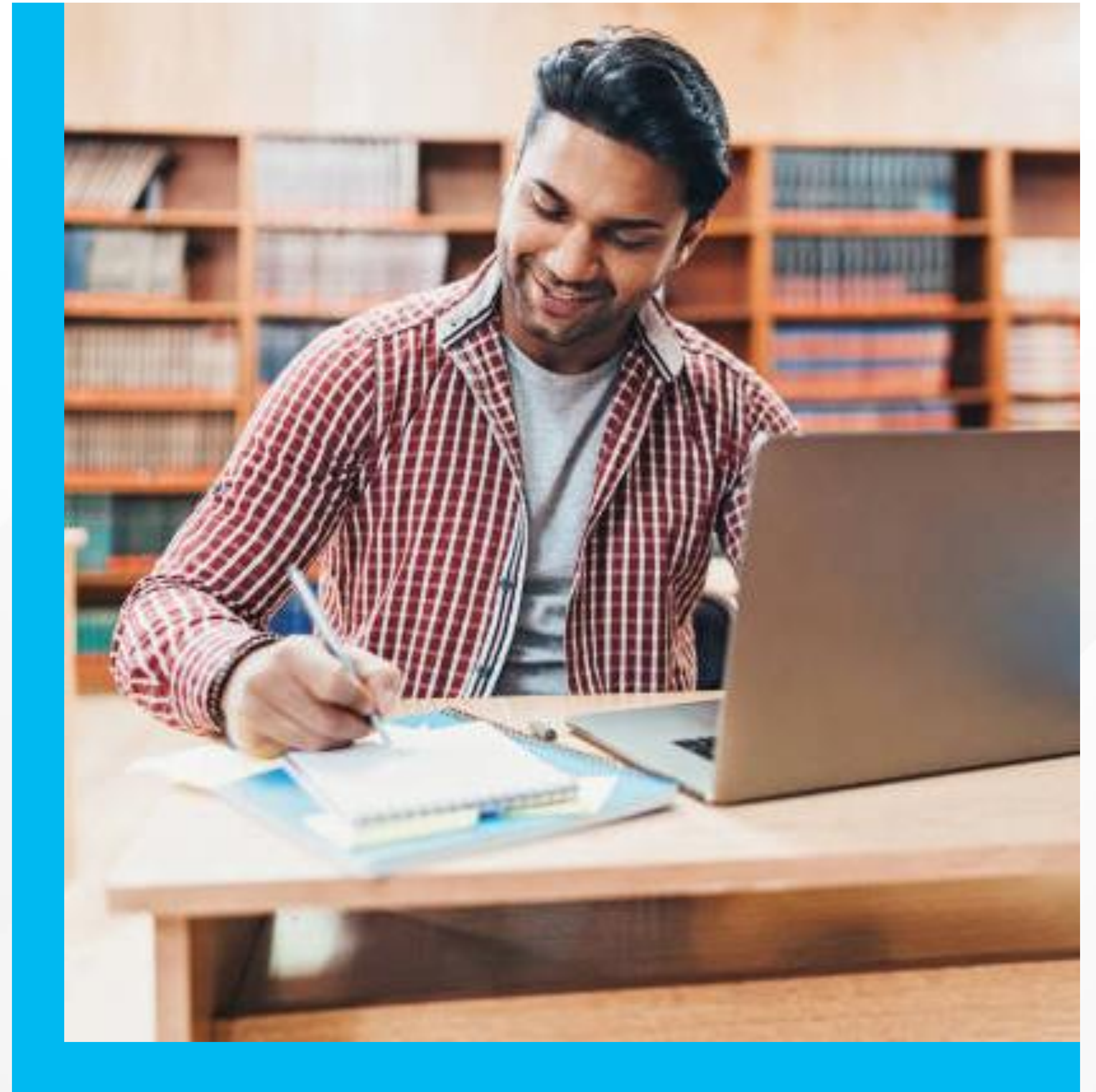


# Pricing & Commercials

The complete program cost is priced at an affordable cost for students , Alumni, Entrepreneurs and professionals

Please Note:

- Group Pricing: 5% additional discount for each enrollee from the same startup team
- Fee can be converted to equity on successful incubation





# Registration & Payment

- For registrations, please visit <http://agbinc.in/b-plan-registration/>
- For any questions on registrations, program details and general queries, please connect with Ms. Narmadha on +91 98840 68776 or email us on [\*incubation@greatlakes.edu.in\*](mailto:incubation@greatlakes.edu.in)







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