



SHARDA
UNIVERSITY
Beyond Boundaries

GIVE YOUR **STARTUP IDEA
THE RIGHT LAUNCH**

SHARDA
LAUNCHPAD



APPLY NOW

<https://launchpad.sharda.ac.in/>

Sharda University: Plot No.32, 34, Knowledge Park-III, Greater Noida | **Ph.: 0120-4060210/11**

COURSES OFFERED (40 Hrs. Each)

AN INSIGHT INTO MARKETS FOR FOUNDERS AND INNOVATORS PREFACE

Preface - A strong grasp of market dynamics is essential to lead your business effectively into the future. This course provides a practical step-by-step guide into the world of markets and uncovers real life impact of abstract economic policy on your business.

Key Takeaways - By the end of this course, you will be able to analyse the economics of your own business, core industry strategies, production and profitability criteria, as well as draw your own conclusions about markets and the economy.

ENTREPRENEURIAL FINANCE

Preface - Focus on relevant theory, Use of cases in class, Emphasis on venture capital financing, Bringing visitors from the regional financial and entrepreneurial community as speakers and, Coverage of domestic and international entrepreneurial finance.

Key Takeaways - The objectives of the course are to build your skills, frameworks and knowledge in entrepreneurial finance.

FROM IDEATION TO EXECUTION - CONVERT YOUR IDEA INTO A SUCCESSFUL BUSINESS VENTURE

Preface - If you think you have a compelling idea and want to convert it into a successful venture, this course is for you! This course can bridge the gap between having a wonderful idea and owning a successful business. You will acquire the tools to:

- Develop and nurture an entrepreneurial mindset
- Identify problems worth solving
- Estimate the size of your target market
- Decide which type of organization to form
- Register your business
- Understand the fundamentals of finance for your venture
- Pitch your idea to potential investors

Pedagogy - Interactive sessions, live projects and relevant case studies.

For Whom? - This course is designed for founders, budding entrepreneurs, owners of business, innovators, undergraduate/postgraduate students wanting to start a business, entrepreneurship educators and investors looking to invest in StartUps.

MODULE - INNOVATION AND ENTREPRENEURSHIP

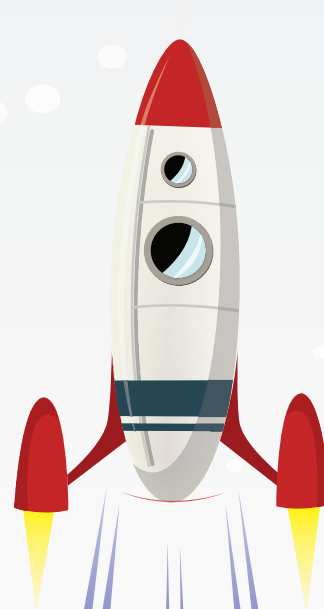
Preface-This course will present innovation and entrepreneurship as a practice and discipline. This course will show how innovation and entrepreneurship can be organized and achieved by wannabe entrepreneurs.

Key Takeaways- This course will help students understand the science of innovation which in turn will help them in their long-term entrepreneurial journey.

RECOGNIZING AND SHAPING OPPORTUNITIES: A CUSTOMER - CENTRIC APPROACH

Preface - Opportunities lie at the core of any entrepreneurial process. The search for an idea animates the early phases of an entrepreneurial journey. Ideas are framed as opportunities by understanding that consumer is king. At the core of an entrepreneurial opportunity is an extremely compelling customer need that needs to be understood thoroughly.

Key Takeaways - At the end of this Session, the student will be able to identify opportunities keeping consumer in mind.



For details, Contact:

Ms. Deepa Kumari - 9811680604

E-mail: syncubator@sharda.ac.in

EARLY BIRD SCHOLARSHIP AVAILABLE