

STARTUP

360

A Bootcamp for  
**Startup Co-Founders**

October 11th to November 09th 2019

Apply online : [www.psgstep.org](http://www.psgstep.org)  
Contact : +91-90038-11611

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# STARTUP

# 360

The Startup 360, launched by PSG-STEP, supported by NSTEDB, Govt. of India, is a 25-day intensive mentorship driven bootcamp designed to help the founders of idea or early stage startups to validate their ideas, construct the business model, build a sound business plan and develop a strategic plan to ensure the success of the enterprise.

Spread over 150 hours across 25 days, the Bootcamp takes place in Coimbatore, the heart of the entrepreneurship activity in Tamil Nadu.

The program helps Startups and Founders take the first step into entrepreneurship by way of carefully curate set of classes and workshops mentored by eminent Entrepreneurs and Professionals.

The fifth edition of Bootcamp is aimed at transforming Founders into Innovators and Leaders by equipping them with the right set of tools and frame works to navigate through their entrepreneurship journey.

## **THE BOOTCAMP IS FOR**

Interested candidates falling into the following category are encouraged to apply

- Innovators & Aspiring Entrepreneurs
- Professionals with a Startup Idea
- Aspiring Final Year Students/Graduates & Researchers



## PROGRAM TRACKS



New age  
Entrepreneurship &  
Lean Startup 101  
Principles



Design Sprint Primer



Business Model  
Design & Validation



MVP & Product  
Market Fit



Go-To -Market  
Strategy



Startup Growth  
Strategies



Startup Legal & IP  
procedures



Business Plan  
Basics

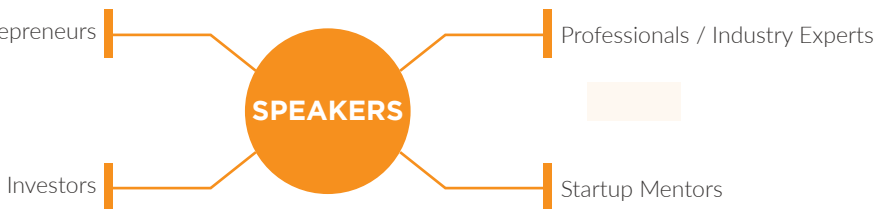


Pitch Prep &  
Readiness



Best Practices in  
Grant writing

Established Entrepreneurs



Professionals / Industry Experts

Investors

Startup Mentors

## KEY TAKEAWAYS

- Learn to look at problems around you objectively •
- Incubation support from PSG-STEP for promising startup ideas •
- Successful participants will be shortlisted for NIDHI-EIR, NIDHI-PRAYAS, Seed Fund Support, NAN •  
Angel Investment based on the eligibility criteria

Program Duration: **1 month (Flexible Timings)**

Program Fee: **INR 2500/-**



## PSG COLLEGE OF TECHNOLOGY

PSG College of Technology an ISO 9001:2000 certified institution is one of the first institutions founded by the PSG & Sons Charities Trust (1926). The college was established in the year 1951 and the founders wisely decided to locate within close quarters of PSG Industrial Institute for effective Industry - Institute interaction.



### PSG-STEP

PSG College of Technology, in the year 1998, established PSG-Science & Technology Entrepreneurial Park (PSG-STEP) – the incubation centre of PSG Tech with the support from National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology, Government of India.

To promote and accelerate entrepreneurship, PSG-STEP extends various support to startups/innovators through the initiatives such as capacity building training programs, mentoring support, funding support, networking with other agencies, participations in national & international challenges and access to lab facilities of the institution.



### NATIVELEAD

Native Angels Network (NAN) is an angel investment facilitation forum promoted by Nativelead Foundation. Nativelead is a non-profit organization that nurtures innovation based new-age entrepreneurship in non-metro regions. Our strategies and approaches are designed in alignment with the dynamics of Tier II & III regions



#### For Registration & Details Contact

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