



New
Founder
School

Idea School

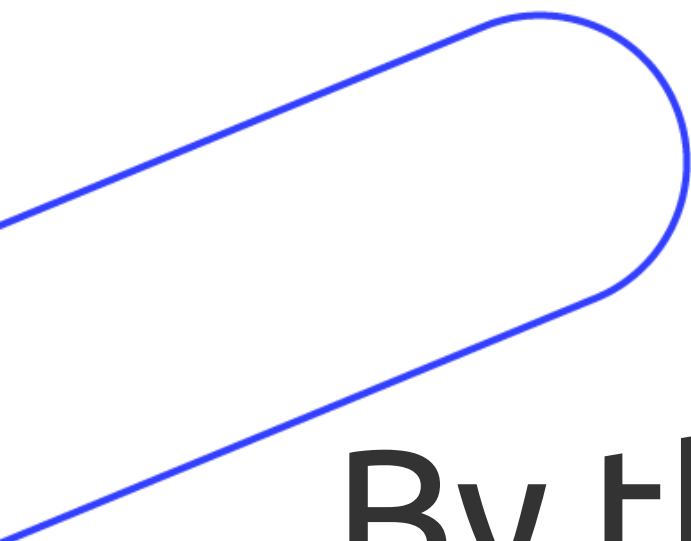
Cohort #11, F22.



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Welcome to Idea School
Cohort #11, F22.

12 weeks program
to validate your
startup idea.



By the end of
the idea
school, you
will:

- Get validation from REAL users.
- Know whether the founder life is for you.
- Learn about basic startup frameworks.
- Get access to founders for support.
- Have an MVP.



Modules in Idea school:

- Founder fundamentals.
- Idea and Landscape understanding
- User interviews + Validation
- Developing and testing a Minimum Viable product
- Business Model Research
- Roadmaps and Marketing Basics.



Idea school
Module #2 begins
Feb 20th, 2022.



Idea School Structure

What happens inside
New founder School

MONTHLY

1. Live Lecture with Arjita or an expert faculty.
2. Self-paced lesson + Workbook from Arjita.

MONTHLY

Office hours with Arjita Sethi on business and marketing and Anshul Dhawan on Technology and Product to clear any roadblocks you may have.

REGULAR

1. Access to resources customized to your idea and stage.
2. Accountability session with the entire cohort.
3. Feedback on your idea's progress.



Important Dates:

- Feb 20th - User Interviews (LIVE)
- March 4th - Audio Office hours.
- March 7th - Prototypes (Self-paced)
- March 13th - Business Models (LIVE)
- April 1st - Audio Office hours.
- April 9th - Marketing with External Faculty (LIVE)
- April 24th - Roadmaps (LIVE)
- April 29th - Last day of submission to unlock level 3.



LET'S GET STARTED!

See you in the
Idea School!!

