

Course Syllabus

LOW INVESTMENT STARTUP TRAINING



Course Details

Online

Learn at your own pace

Short Videos

Learn with Bite-sized videos under 15 minutes

Real Examples

Real-world case studies to show you ideas that have already been implemented.

Topic 1: Introduction to Entrepreneurship

Lesson 1: How and Where Do I Start?

- Learning Outcomes:
 - Understand and adopt the APPLES framework to develop a resilient entrepreneurial mindset.
 - Learn how to apply the principles of Abundance, Purpose, Problem Solving, Learning, Experimentation, and Sense of Urgency in real-world scenarios.
 - Gain insights into how successful entrepreneurs leverage the APPLES mindset to overcome challenges.
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Topic 2: Understanding Low-Investment Startups

Lesson 1: What is a Low-Investment Startup?

- Learning Outcomes:
 - Grasp the concept of low-investment startups and their significance in the current entrepreneurial landscape.
 - Identify the challenges unique to low-investment startups and learn how the LIST approach can effectively address these challenges.
 - Acquire knowledge of the LIST methodology to manage resources and scale a startup with minimal investment efficiently.

Topic 3: Building a High-Performing Startup Team

Lesson 1: How to Mobilize A+ Talent?

- **Learning Outcomes:**
 - Learn the fundamentals of startup team building and the importance of mobilizing top-tier talent.
 - Identify essential skill sets required for a successful startup team and understand the role of diversity in fostering innovation.
 - Learn techniques to attract and retain A+ talent that aligns with the startup's vision and goals.

Lesson 2: How to Build an A+ Team?

- **Learning Outcomes:**
 - Gain deeper insights into advanced team-building techniques to create a high-performing startup team.
 - Learn how to structure and manage a team to maximize productivity and innovation.

Topic 4: Agile Planning for Startups

Lesson 1: How to Continuously Adjust Plans for Better Outcomes?

- **Learning Outcomes:**
 - Understand the principles of Agile planning and how they differ from traditional long-term planning approaches.
 - Learn how to implement Agile methodologies in a startup environment to adapt quickly to market changes.
 - Develop skills in creating MVPs (Minimum Viable Products) and utilizing customer feedback loops to improve products and services.
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Topic 5: Lean Principles for Cost Efficiency

Lesson 1: How to Reduce Costs with Simplicity?

- **Learning Outcomes:**
 - Apply Lean principles to reduce waste and improve value in your startup operations.
 - Understand the LIST and LEAD principles, and how they can be leveraged to streamline processes and reduce costs.
 - Gain insights into the Indian startup scenario and how to navigate its unique challenges.

Topic 6: Design Thinking and User-Centric Products

Lesson 1: How to Design User-Centric Products?

- Learning Outcomes:
 - Master the Design Thinking process to create products that resonate with your target audience.
 - Learn the steps involved in designing products that are both user-centric and innovative.

Lesson 2: What is Low-Cost Design?

- Learning Outcomes:
 - Understand how to keep product development costs low while maintaining high quality and functionality.
 - Learn the key factors that contribute to low-cost design and how to apply them in your startup.

Topic 7: Prototyping and Testing

Lesson 1: Why is Prototyping Important?

- Learning Outcomes:
 - Learn the importance of rapid prototyping in product development.
 - Understand the different types of prototyping and when to use them.

Lesson 2: How to Test Product Ideas Quickly?

- Learning Outcomes:
 - Master techniques for rapid prototyping and testing to validate product ideas efficiently.
 - Learn how to iterate quickly based on test results to refine and improve your product.

Topic 8: Market Research for Startups

Lesson 1: How to Conduct Market Research?

- Learning Outcomes:
 - Develop skills in conducting thorough market research to understand consumer needs and market trends.
 - Learn the crucial steps, stages, and types of market research, specifically tailored for low-cost startups.
 - Understand when and how to conduct market research to ensure your product aligns with market demands.
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Topic 9: Reaching Your Customers

Lesson 1: How to Reach Your Customers?

- Learning Outcomes:
 - Learn various methods to effectively reach and engage your target audience.
 - Gain proficiency in using analytical tools like SWOT Analysis, PESTLE Analysis, A/B Testing, Porter's Five Forces, and User Persona Development to refine your marketing strategies.

Topic 10: Leadership in Startups

Lesson 1: How Leaders Inspire the Team?

- Learning Outcomes:
 - Understand the principles of effective leadership and how to inspire your startup team.
 - Learn about servant leadership, leading by example, and how to cultivate a leadership style that motivates and empowers your team.
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Topic 11: Funding Your Startup

Lesson 1: How Do I Get Funding?

- Learning Outcomes:
 - Gain a comprehensive understanding of various funding sources including bootstrapping, loans, VC, subsidies, and equity.
 - Learn how to determine the right amount of funding needed for your startup and how to secure it from appropriate sources.

Topic 12: Company Formation

Lesson 1: Company Formation

- Learning Outcomes:
 - Learn the legal and procedural requirements for registering a company.
 - Understand the costs involved and the ideal timing for company registration.
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Topic 13: Product Development & Prioritization

Lesson 1: Product Development & Prioritization

- Learning Outcomes:
 - Master the process of creating a product roadmap and managing a backlog.
 - Learn how to prioritize tasks using user stories and sprints to ensure timely product development.

Topic 14: Digital Marketing & Presence

Lesson 1: How to Sell Products Digitally?

- Learning Outcomes:
 - Learn the fundamentals of digital marketing and how to build a strong digital presence for your startup.
 - Understand various digital marketing strategies to effectively promote and sell products online.
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Topic 15: Digital Tools for Efficiency

Lesson 1: Which Digital Tools Make Processes Efficient?

- Learning Outcomes:
 - Discover the digital tools that can automate manual activities and increase operational efficiency in your startup.
 - Learn how to implement these tools to streamline processes and enhance productivity.



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