



महर्षि दयानंद सरस्वती स्वदेशी कंसोर्टियम

MAHARSHI DAYANAND SARASWATI SWADESHI CONSORTIUM

(A Joint Venture of MDSU and CHARGE)

STARTUP BOOTCAMP

IDEATION TO INCORPORATION

Turn Your Idea into a Legally Recognized Startup



Learn
End-to-End
Startup Process



Expert
Mentorship



Practical
Tools &
Frameworks



Build, Validate,
Incorporate,
Scale.



FROM IDEA
TO IMPACT
Let's Build the Future!

YOUR STARTUP JOURNEY



1. IDEATION

Find the right idea
& solve real problems



2. VALIDATION

Validate your idea
& build confidence



3. BUILD

Create MVP &
refine your solution



4. GO-TO-MARKET

Launch, get users
& grow traction



5. INCORPORATION

Register your company
& stay compliant



6. SCALE

Raise funds, scale
& create impact

Model Curriculum

Course Name: Startup Bootcamp – Ideation to Incorporation

Course Code: MDSSC/007

Course Duration: 15 Days



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MDSU : -Maharshi Dayanand Saraswati University

CHARGE : - Choyal Hub for Agribusiness, Research, Growth, and Entrepreneurship





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Programme Overview

The **Startup Bootcamp – Ideation to Incorporation** programme has been designed to nurture aspiring entrepreneurs, innovators, students, professionals and early-stage startup founders by providing them with practical knowledge and hands-on experience required to transform innovative ideas into legally registered and sustainable business ventures.

The programme focuses on the complete startup lifecycle beginning with opportunity identification and idea validation, followed by customer discovery, market research, business model development, prototype creation, financial planning, branding, digital marketing, startup registration, funding readiness and investor pitching.

The curriculum has been designed in accordance with the objectives of entrepreneurship development, innovation promotion, startup ecosystem strengthening, self-employment generation, and economic development. The programme encourages learners to identify real-world problems, develop innovative solutions, and establish scalable business enterprises capable of creating employment and contributing to the national economy.

Special emphasis has been given to practical learning through design thinking workshops, case studies, startup simulations, business model development, interaction with successful entrepreneurs, mentoring sessions, AI-enabled business planning, government startup schemes and project-based learning.

The programme combines classroom learning, practical exercises, startup mentoring, business planning workshops, digital tools, field exposure and capstone presentations to ensure entrepreneurial readiness and business execution capabilities.

Training Outcomes

Upon successful completion of the programme, learners shall be able to:

Entrepreneurial Competencies

- Understand the startup ecosystem in India.
- Identify entrepreneurial opportunities.
- Generate innovative business ideas.
- Validate startup ideas using market research.
- Develop customer-centric business models.
- Prepare a comprehensive business plan.
- Develop Minimum Viable Products (MVPs).
- Understand startup legal compliance.
- Register and incorporate startups.
- Prepare investor-ready pitch decks.
- Manage startup operations effectively.
- Understand business scaling strategies.



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Business Competencies

- Conduct customer discovery.
- Perform market research and competitor analysis.
- Prepare Business Model Canvas.
- Develop Value Proposition Canvas.
- Estimate startup costs.
- Prepare financial projections.
- Develop pricing strategies.
- Build startup branding strategies.
- Understand sales planning.
- Create customer acquisition strategies.
- Prepare operational plans.
- Build startup growth roadmaps.

Digital Competencies

- Use ChatGPT for startup planning.
- Use Google Gemini for business research.
- Design startup branding using Canva.
- Develop social media campaigns.
- Create business presentations.
- Build websites using no-code platforms.
- Use WhatsApp Business for customer engagement.
- Develop digital catalogues.
- Understand digital payment systems.
- Explore ONDC and e-commerce opportunities.
- Utilize AI tools for productivity and marketing.

Leadership Competencies

- Develop entrepreneurial mindset.
- Improve communication skills.
- Build leadership capabilities.
- Manage startup teams.
- Solve business problems creatively.
- Improve negotiation skills.
- Develop networking abilities.
- Enhance presentation skills.
- Build investor confidence.
- Strengthen decision-making capabilities.



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Proposed Modules

Module	Theory	Practical	Total
Introduction to Entrepreneurship & Startup Ecosystem	4	4	8
Design Thinking, Ideation & Opportunity Identification	4	6	10
Market Research & Customer Discovery	4	6	10
Business Model Canvas & Value Proposition Design	4	6	10
Product Development & Minimum Viable Product (MVP)	4	6	10
Startup Finance, Costing & Pricing	4	4	8
Branding, Digital Marketing & Sales Strategy	4	6	10
Legal Compliance, Startup India & Incorporation	4	4	8
AI Tools for Entrepreneurs & Digital Commerce	4	6	10
Investor Readiness, Pitch Deck & Business Presentation	4	6	10
Startup Project Development & Mentoring	0	12	12
Industrial Exposure & Startup Demo Day	0	14	14

Total Hours : 120 Hours (15 Days)

Elective Modules

Elective 1

Technology Startup Development

Elective 2

Rural and Agri-Startup Development

Elective 3

Social Entrepreneurship and Impact Ventures

Elective 4

Women Entrepreneurship and Family Business Innovation

Elective 5

Digital Commerce and E-Commerce Business

Unique MDSSC Components

Unlike conventional entrepreneurship programmes, the **MDSSC Startup Bootcamp** places greater emphasis on practical startup creation, innovation, digital transformation and industry mentoring.

Startup Development

Students will learn:

- Opportunity Identification
- Design Thinking Process
- Problem Validation
- Idea Screening Techniques
- Business Model Development
- Customer Discovery



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- Product Validation
- Startup Registration
- DPIIT Recognition
- Udyam Registration
- Company Incorporation
- LLP Formation
- Partnership Firm Registration
- GST Registration
- PAN, TAN and Bank Account Opening
- Startup India Benefits
- Intellectual Property Rights
- Trademark Registration
- Copyright Basics
- Patent Awareness
- Investor Pitch Preparation
- Business Growth Planning

Innovation and Product Development

Students will learn:

- Problem Identification
- Idea Generation Techniques
- Brainstorming Methods
- Design Thinking
- Rapid Prototyping
- Minimum Viable Product (MVP)
- Product Testing
- Customer Feedback Collection
- Product Improvement
- Product Launch Strategy

AI for Small Business

Practical use of:

- ChatGPT
- Google Gemini
- Canva
- Microsoft Copilot
- Perplexity AI
- Notion AI
- Gamma AI
- WhatsApp Business
- Google Workspace



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- AI-based Market Research
- AI Presentation Tools
- AI Content Generation

Activities:

- Business Name Generation
- Logo Creation
- Social Media Content
- Advertisement Design
- Pitch Deck Preparation
- Business Proposal Writing
- Email Drafting
- Customer Communication
- Marketing Campaign Design
- Product Description Writing
- Business Report Preparation

Digital Commerce

Students will learn:

- UPI Business Setup
- QR Code Payments
- ONDC Registration
- GeM Registration
- Amazon Seller Basics
- Flipkart Seller Basics
- Shopify Introduction
- Digital Catalogue Development
- WhatsApp Business Catalogue
- Google Business Profile
- Online Customer Acquisition
- CRM Basics
- Digital Payment Management
- Inventory Management
- Online Sales Management

Government Startup Support

Students will learn about:

- Startup India
- Stand-Up India
- PM Mudra Yojana
- CGTMSE
- MSME Schemes



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- SIDBI Support
- Atal Innovation Mission
- TIDE 2.0
- NIDHI PRAYAS
- State Startup Policies
- Incubation Centres
- Technology Business Incubators
- University Incubators
- CSR Funding Opportunities

Industrial Exposure

Students may visit:

- Startup Incubation Centres
- MSME Development Institutes
- Successful Startups
- Manufacturing MSMEs
- Innovation Labs
- Co-working Spaces
- Technology Parks
- Entrepreneurship Development Institutes
- Industrial Clusters
- Digital Commerce Enterprises
- Women-led Enterprises
- Family Businesses

Startup Mentoring Sessions

The programme shall include interaction with:

- Successful Entrepreneurs
- Startup Founders
- Industry Experts
- Chartered Accountants
- Company Secretaries
- Startup India Mentors
- Venture Capital Professionals
- Angel Investors
- Bankers
- Digital Marketing Experts
- Branding Consultants

Project Work

Every participant shall prepare **one complete startup project** from idea to incorporation.



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Option 1

Technology Startup Business Plan

Option 2

Manufacturing Startup Proposal

Option 3

Agri Startup Project Report

Option 4

Social Enterprise Business Plan

Option 5

Women-led Startup Proposal

Option 6

Digital Commerce Startup

Option 7

Service-based Startup

Option 8

College Startup Venture

Capstone Project

Every participant will complete the following before certification:

- Startup Idea Selection
- Problem Statement
- Market Research
- Customer Survey
- Business Model Canvas
- Value Proposition Canvas
- Competitor Analysis
- Financial Plan
- Branding Kit
- Marketing Strategy
- AI-assisted Business Planning
- Legal Registration Roadmap
- Pitch Deck
- Investor Presentation
- Final Demo Day Presentation

MODULE 1- Introduction to Entrepreneurship & Startup Ecosystem

Mapped Area: Entrepreneurship Development, Innovation Management and Startup Ecosystem

Terminal Outcomes

The learner will be able to:



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- Understand the concept of entrepreneurship and startups.
- Differentiate between entrepreneurship, business and self-employment.
- Explain the startup ecosystem in India.
- Identify entrepreneurial opportunities.
- Recognize characteristics of successful entrepreneurs.
- Understand innovation and value creation.
- Explore startup success stories.
- Explain the role of startups in economic development.
- Understand government initiatives supporting entrepreneurship.
- Develop an entrepreneurial mindset.

Theory Duration- 4 Hours

Practical Duration- 4 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the meaning of entrepreneurship.
- Describe the evolution of entrepreneurship in India.
- Differentiate between entrepreneur, businessman and startup founder.
- Explain the concept of innovation-driven entrepreneurship.
- Describe the startup lifecycle from idea to growth.
- Explain the startup ecosystem and its stakeholders.
- Identify the role of incubators and accelerators.
- Explain the importance of entrepreneurship in nation building.
- Discuss employment generation through startups.
- Explain the contribution of startups towards GDP and innovation.
- Describe various types of startups.
- Explain technology startups.
- Explain manufacturing startups.
- Explain service startups.
- Explain social enterprises.
- Explain rural entrepreneurship.
- Explain women entrepreneurship.
- Explain family business innovation.
- Describe green and sustainable startups.
- Explain the role of digital technologies in entrepreneurship.
- Discuss emerging business trends.
- Explain entrepreneurship ethics.
- Explain responsible business practices.
- Discuss challenges faced by first-generation entrepreneurs.
- Explain entrepreneurial risk-taking.



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- Explain entrepreneurial resilience.
- Explain problem-solving as a business opportunity.
- Describe the entrepreneurial mindset.
- Explain creativity and innovation.
- Discuss startup success and failure factors.
- Explain the importance of customer-centric thinking.
- Describe India's Startup Ecosystem.
- Explain Startup India Mission.
- Discuss the role of MSMEs.
- Explain Atal Innovation Mission.
- Describe the role of universities in startup development.

Practical – Key Learning Outcomes

The learner should be able to:

- Identify local business opportunities.
- Observe problems that can become business ideas.
- Conduct entrepreneurial self-assessment.
- Prepare a personal entrepreneurial profile.
- Identify innovative products and services.
- Analyze successful startups.
- Discuss startup case studies.
- Identify customer pain points.
- Participate in brainstorming sessions.
- Generate multiple startup ideas.
- Evaluate business opportunities.
- Classify startup ideas based on industry.
- Present innovative business concepts.
- Prepare an opportunity identification worksheet.
- Develop an entrepreneurial vision statement.
- Participate in team discussions.
- Prepare a startup ecosystem map.
- Identify incubation centres in the region.
- Interact with entrepreneurs (where feasible).
- Present learning outcomes through group presentations.

Classroom Aids

- Whiteboard
- Marker
- LCD Projector
- Laptop
- PowerPoint Presentations



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- Startup Ecosystem Charts
- Entrepreneur Case Studies
- Business Newspapers
- Startup Videos
- TED Talks
- Government Reports
- Innovation Posters

Tools, Equipment and Other Requirements

- Computer System
- Internet Connectivity
- Projector
- Whiteboard
- Flip Charts
- Sticky Notes
- Brainstorming Cards
- Case Study Handouts
- Entrepreneur Profile Sheets
- Startup Ecosystem Templates
- Opportunity Identification Worksheets
- Business Magazines
- Stationery Kit

MODULE 2- Design Thinking, Ideation & Opportunity Identification

Mapped Area: Innovation, Creativity and Business Opportunity Development

Terminal Outcomes

The learner will be able to:

- Apply design thinking principles to solve real-world problems.
- Generate innovative business ideas.
- Identify unmet customer needs.
- Evaluate startup opportunities.
- Select viable business ideas for further development.
- Develop creative problem-solving abilities.
- Understand customer empathy.
- Validate opportunities using structured techniques.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes



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The learner should be able to:

- Explain Design Thinking.
- Describe the five stages of Design Thinking.
- Explain empathy mapping.
- Describe customer journey mapping.
- Explain brainstorming techniques.
- Describe SCAMPER methodology.
- Explain mind mapping.
- Discuss innovation frameworks.
- Explain Blue Ocean Strategy.
- Describe opportunity recognition methods.
- Explain market gap analysis.
- Describe problem validation.
- Explain idea screening techniques.
- Describe innovation models.
- Explain disruptive innovation.
- Explain value creation.
- Describe customer-centric innovation.
- Explain lean thinking.
- Discuss business creativity.
- Explain opportunity assessment tools.
- Describe business feasibility concepts.
- Explain startup opportunity matrix.
- Discuss future business trends.
- Explain sustainable innovation.
- Explain social innovation.

Practical – Key Learning Outcomes

The learner should be able to:

- Conduct empathy interviews.
- Prepare empathy maps.
- Identify customer pain points.
- Conduct brainstorming sessions.
- Generate multiple startup ideas.
- Prepare mind maps.
- Apply SCAMPER technique.
- Conduct opportunity analysis.
- Rank startup ideas.
- Develop problem statements.
- Validate assumptions.
- Prepare customer personas.



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- Conduct peer reviews.
- Evaluate feasibility.
- Present selected startup ideas.
- Develop innovation worksheets.
- Participate in team ideation activities.
- Prepare an initial startup concept note.

Classroom Aids

- Whiteboard
- LCD Projector
- Design Thinking Toolkit
- Sticky Notes
- Flip Charts
- Idea Cards
- Case Studies
- Innovation Videos
- Brainstorming Templates
- Customer Persona Templates

Tools, Equipment and Other Requirements

- Laptop
- Internet Connectivity
- Canva
- Miro Board (or equivalent)
- Sticky Notes
- Sketch Sheets
- Markers
- Worksheets
- Design Thinking Templates
- Opportunity Evaluation Matrix
- Business Model Worksheets

MODULE 3- Market Research & Customer Discovery

Mapped Area: Market Intelligence, Customer Validation and Business Research

Terminal Outcomes

The learner will be able to:

- Understand the importance of market research in startup success.
- Identify target customers and market segments.
- Conduct primary and secondary market research.
- Validate business ideas through customer discovery.



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- Analyse competitors and industry trends.
- Estimate market demand and business potential.
- Understand customer behaviour and buying patterns.
- Prepare a market research report.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the concept of market research.
- Differentiate between primary and secondary research.
- Explain qualitative and quantitative research.
- Describe customer discovery process.
- Explain customer segmentation.
- Describe target market selection.
- Explain customer profiling.
- Discuss customer behaviour.
- Explain market demand analysis.
- Describe industry analysis.
- Explain competitor analysis.
- Describe SWOT Analysis.
- Explain PESTLE Analysis.
- Discuss Porter's Five Forces.
- Explain customer interviews.
- Describe survey design.
- Explain questionnaire preparation.
- Discuss data collection techniques.
- Explain interpretation of market data.
- Describe trend analysis.
- Explain business opportunity validation.
- Discuss common market research mistakes.
- Explain customer feedback systems.
- Describe continuous market monitoring.

Practical – Key Learning Outcomes

The learner should be able to:

- Identify target customers.
- Prepare customer personas.
- Conduct customer interviews.
- Design online questionnaires.



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- Prepare Google Forms surveys.
- Conduct field surveys.
- Analyse competitors.
- Visit local businesses.
- Collect customer feedback.
- Prepare survey reports.
- Identify customer pain points.
- Validate startup assumptions.
- Estimate market size.
- Present research findings.
- Recommend improvements based on customer feedback.

Classroom Aids

- Whiteboard
- Projector
- PowerPoint Presentations
- Market Research Templates
- Industry Reports
- Startup Case Studies
- Survey Samples
- Charts and Graphs

Tools, Equipment and Other Requirements

- Laptop
- Internet Connectivity
- Google Forms
- Microsoft Excel
- Mobile Phone
- Survey Sheets
- Customer Interview Templates
- Data Collection Forms
- Calculator

MODULE 4- Business Model Canvas & Value Proposition Design

Mapped Area: Business Planning and Startup Model Development

Terminal Outcomes

The learner will be able to:

- Understand different business models.
- Develop Business Model Canvas.
- Prepare Value Proposition Canvas.



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- Identify customer value.
- Design sustainable business models.
- Develop revenue generation strategies.
- Analyse business feasibility.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain Business Model Canvas.
- Describe the nine building blocks.
- Explain customer segments.
- Describe value propositions.
- Explain customer relationships.
- Discuss customer channels.
- Explain revenue streams.
- Describe key resources.
- Explain key activities.
- Describe key partnerships.
- Explain cost structure.
- Explain Value Proposition Canvas.
- Discuss product-market fit.
- Explain lean business model.
- Describe subscription business models.
- Explain platform business models.
- Discuss franchise business models.
- Explain social enterprise business models.
- Describe digital business models.
- Explain scalability.

Practical – Key Learning Outcomes

The learner should be able to:

- Prepare Business Model Canvas.
- Develop Value Proposition Canvas.
- Identify customer segments.
- Prepare revenue model.
- Estimate cost structure.
- Identify strategic partners.
- Develop customer acquisition channels.
- Evaluate business feasibility.



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- Present business model.
- Improve business model using mentor feedback.

Classroom Aids

- Whiteboard
- Projector
- Business Model Canvas Templates
- Value Proposition Canvas
- Case Studies
- Startup Videos
- Flip Charts

Tools, Equipment and Other Requirements

- Laptop
- Internet
- Canvas Templates
- Sticky Notes
- Markers
- Business Planning Worksheets

MODULE 5- Product Development & Minimum Viable Product (MVP)

Mapped Area: Product Innovation and Startup Development

Terminal Outcomes

The learner will be able to:

- Understand product development process.
- Build Minimum Viable Product (MVP).
- Validate product with customers.
- Improve products using customer feedback.
- Prepare product launch strategies.
- Understand product lifecycle.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain product development stages.
- Describe MVP.
- Explain prototype development.
- Discuss product validation.



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- Explain user testing.
- Describe product-market fit.
- Explain product improvement.
- Discuss innovation cycles.
- Explain product differentiation.
- Describe product positioning.
- Explain pricing basics.
- Discuss quality standards.
- Explain customer feedback integration.
- Describe product launch planning.
- Explain continuous improvement.

Practical – Key Learning Outcomes

The learner should be able to:

- Design an MVP.
- Create wireframes or product sketches.
- Prepare product features list.
- Conduct user testing.
- Collect customer feedback.
- Improve prototype.
- Develop product roadmap.
- Prepare launch checklist.
- Demonstrate MVP to mentors.
- Present product improvements.

Classroom Aids

- Whiteboard
- Product Samples
- Prototype Examples
- Projector
- Product Videos
- Innovation Toolkit

Tools, Equipment and Other Requirements

- Laptop
- Internet
- Canva
- Figma (Basic)
- Mobile Phone
- Prototype Templates
- Feedback Forms



- Product Planning Worksheets

MODULE 6- Startup Finance, Costing & Pricing

Mapped Area: Startup Financial Management and Business Planning

Terminal Outcomes

The learner will be able to:

- Understand the financial requirements of a startup.
- Estimate startup capital and operational costs.
- Prepare a basic financial plan.
- Determine pricing strategies for products and services.
- Understand cash flow management.
- Identify various sources of startup funding.
- Prepare financial projections for investors and lenders.

Theory Duration- 4 Hours

Practical Duration- 4 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the importance of financial planning.
- Describe startup cost estimation.
- Explain fixed and variable costs.
- Discuss capital expenditure and operational expenditure.
- Explain working capital requirements.
- Describe break-even analysis.
- Explain profit and loss statements.
- Describe cash flow management.
- Explain budgeting principles.
- Discuss pricing strategies.
- Explain unit economics.
- Describe gross profit and net profit.
- Explain return on investment (ROI).
- Discuss financial risks.
- Explain bootstrapping.
- Describe debt financing.
- Explain equity financing.
- Discuss angel investment.
- Explain venture capital funding.
- Describe crowdfunding.
- Explain government financial assistance schemes.



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- Discuss financial discipline for startups.
- Explain financial record keeping.

Practical – Key Learning Outcomes

The learner should be able to:

- Estimate startup investment.
- Prepare a startup budget.
- Calculate production or service costs.
- Prepare a pricing sheet.
- Conduct break-even analysis.
- Develop a simple cash flow statement.
- Prepare projected income statements.
- Calculate profit margins.
- Compare funding options.
- Prepare a financial summary for investors.
- Maintain basic financial records.
- Present financial estimates confidently.

Classroom Aids

- Whiteboard
- Projector
- Financial Planning Templates
- Startup Budget Samples
- Costing Worksheets
- Case Studies
- Excel Demonstrations

Tools, Equipment and Other Requirements

- Laptop
- Internet Connectivity
- Calculator
- Microsoft Excel
- Financial Planning Templates
- Cost Estimation Sheets
- Budget Registers
- Cash Flow Formats

MODULE 7- Branding, Digital Marketing & Sales Strategy

Mapped Area: Startup Branding, Marketing and Customer Acquisition

Terminal Outcomes



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The learner will be able to:

- Develop a startup brand identity.
- Design branding materials.
- Create digital marketing campaigns.
- Build an online business presence.
- Understand customer acquisition strategies.
- Develop effective sales plans.
- Use digital platforms to promote products and services.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain branding fundamentals.
- Describe brand identity.
- Explain brand positioning.
- Discuss brand values.
- Explain logo and visual identity.
- Describe storytelling in branding.
- Explain digital marketing concepts.
- Describe social media marketing.
- Explain content marketing.
- Discuss search engine optimization (SEO).
- Explain email marketing.
- Describe influencer marketing.
- Explain WhatsApp Business.
- Discuss Google Business Profile.
- Explain customer relationship management (CRM).
- Describe online reputation management.
- Explain digital advertising.
- Discuss customer acquisition cost.
- Explain customer retention.
- Describe sales funnel.
- Explain sales techniques.
- Discuss customer service excellence.
- Explain marketing analytics.

Practical – Key Learning Outcomes

The learner should be able to:

- Create a startup logo.



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- Develop a brand identity sheet.
- Prepare social media content.
- Design promotional posters using Canva.
- Create business cards.
- Prepare marketing calendars.
- Develop Facebook and Instagram campaigns.
- Create LinkedIn business profiles.
- Set up Google Business Profile.
- Create WhatsApp Business catalogues.
- Develop product brochures.
- Prepare sales pitches.
- Conduct mock sales presentations.
- Analyse digital campaign performance.
- Develop customer engagement plans.

Classroom Aids

- Whiteboard
- Projector
- Branding Case Studies
- Marketing Videos
- Sample Brand Manuals
- Social Media Examples

Tools, Equipment and Other Requirements

- Laptop
- Internet Connectivity
- Canva
- ChatGPT
- Google Gemini
- WhatsApp Business
- Google Business Profile
- Mobile Phone
- Social Media Platforms
- Marketing Templates

MODULE 8- Legal Compliance, Startup India & Incorporation

Mapped Area: Business Registration, Legal Compliance and Startup Governance

Terminal Outcomes

The learner will be able to:

- Understand the legal requirements for starting a business.



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- Select an appropriate business structure.
- Register a startup under applicable laws.
- Understand intellectual property rights.
- Comply with taxation and regulatory requirements.
- Prepare essential legal documentation.

Theory Duration- 4 Hours

Practical Duration- 4 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain different forms of business ownership.
- Describe Sole Proprietorship.
- Explain Partnership Firms.
- Describe Limited Liability Partnership (LLP).
- Explain Private Limited Company.
- Describe One Person Company (OPC).
- Explain Producer Company.
- Discuss Cooperative Enterprises.
- Explain Startup India Initiative.
- Describe DPIIT Recognition.
- Explain Udyam Registration.
- Describe GST registration.
- Explain PAN and TAN.
- Discuss business bank accounts.
- Explain labour law basics.
- Describe environmental compliance.
- Explain business licences and permits.
- Discuss intellectual property rights.
- Explain trademarks.
- Describe copyrights.
- Explain patents.
- Discuss confidentiality agreements.
- Explain founders' agreements.
- Describe shareholder agreements.
- Explain legal documentation.
- Discuss annual compliance requirements.

Practical – Key Learning Outcomes

The learner should be able to:

- Identify the most suitable business structure.



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- Prepare a business registration checklist.
- Complete sample Udyam Registration forms.
- Understand the Startup India registration process.
- Prepare GST registration documentation.
- Identify business licence requirements.
- Conduct a trademark search.
- Prepare a founders' agreement outline.
- Develop a compliance calendar.
- Prepare legal documentation files.
- Present a legal compliance roadmap.

Classroom Aids

- Whiteboard
- Projector
- Government Registration Guides
- Legal Compliance Charts
- Sample Registration Forms
- Case Studies

Tools, Equipment and Other Requirements

- Laptop
- Internet Connectivity
- Startup India Portal
- Udyam Registration Portal
- MCA Portal (demonstration)
- GST Portal (demonstration)
- Compliance Checklists
- Legal Documentation Samples
- Stationery Kit

MODULE 9- AI Tools for Entrepreneurs & Digital Commerce

Mapped Area: Artificial Intelligence, Digital Business and Technology-enabled Entrepreneurship

Terminal Outcomes

The learner will be able to:

- Understand the role of Artificial Intelligence in startups.
- Use AI tools to improve business productivity.
- Develop digital marketing content using AI.
- Build an online business presence.
- Understand e-commerce and digital commerce platforms.



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- Apply AI for business planning, communication and customer engagement.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain Artificial Intelligence.
- Describe AI applications in business.
- Explain Generative AI.
- Describe AI-assisted business planning.
- Explain ChatGPT for entrepreneurs.
- Describe Google Gemini.
- Explain Microsoft Copilot.
- Discuss AI for market research.
- Explain AI for content creation.
- Describe AI for customer support.
- Explain AI in branding.
- Discuss AI in finance.
- Explain AI for presentations.
- Describe no-code business tools.
- Explain digital commerce.
- Discuss ONDC.
- Explain e-commerce business models.
- Describe online payment systems.
- Explain digital customer engagement.
- Discuss business automation.

Practical – Key Learning Outcomes

The learner should be able to:

- Generate business ideas using AI.
- Develop business plans using AI tools.
- Prepare presentations using AI.
- Create startup logos.
- Generate marketing content.
- Prepare product descriptions.
- Develop social media campaigns.
- Create AI-assisted financial projections.
- Build digital catalogues.
- Create WhatsApp Business profiles.
- Prepare online advertisements.



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- Develop customer communication templates.
- Explore ONDC registration.
- Demonstrate digital business tools.

Classroom Aids

- AI Demonstration Videos
- Projector
- Whiteboard
- Digital Commerce Case Studies
- Startup Examples

Tools, Equipment and Other Requirements

- Laptop
- Internet Connectivity
- ChatGPT
- Google Gemini
- Canva
- Gamma AI
- WhatsApp Business
- Google Workspace
- ONDC Portal (Demonstration)

MODULE 10- Investor Readiness, Pitch Deck & Business Presentation

Mapped Area: Investment Readiness and Entrepreneurial Communication

Terminal Outcomes

The learner will be able to:

- Understand investor expectations.
- Prepare investment-ready business documents.
- Develop professional pitch decks.
- Present startup ideas confidently.
- Respond effectively to investor questions.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain startup funding stages.
- Describe investor expectations.
- Explain angel investment.



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- Discuss venture capital.
- Explain seed funding.
- Describe incubation funding.
- Explain startup valuation.
- Describe investment terms.
- Explain pitch deck structure.
- Discuss storytelling techniques.
- Explain presentation skills.
- Describe negotiation skills.
- Explain business communication.
- Discuss networking strategies.
- Explain due diligence.

Practical – Key Learning Outcomes

The learner should be able to:

- Prepare investor pitch decks.
- Develop elevator pitches.
- Present startup ideas.
- Answer investor questions.
- Demonstrate confidence.
- Improve presentation skills.
- Receive mentor feedback.
- Refine business presentations.
- Participate in mock investor meetings.
- Present final startup proposals.

Classroom Aids

- Projector
- Pitch Deck Samples
- Investor Videos
- Presentation Templates
- Whiteboard

Tools, Equipment and Other Requirements

- Laptop
- Internet Connectivity
- Microsoft PowerPoint
- Canva
- Clicker
- Presentation Templates



MODULE 11- Startup Project Development & Mentoring

Mapped Area: Business Planning and Startup Execution

Terminal Outcomes

The learner will be able to:

- Prepare a complete startup project.
- Integrate all learning into one business plan.
- Develop implementation strategies.
- Improve business ideas through mentoring.

Theory Duration- 0 Hours

Practical Duration- 12 Hours

Practical – Key Learning Outcomes

The learner should be able to:

- Prepare complete Business Plans.
- Develop Business Model Canvas.
- Prepare Financial Projections.
- Design Branding Material.
- Develop Marketing Strategy.
- Prepare Operational Plan.
- Develop Risk Assessment.
- Create Growth Roadmap.
- Prepare Legal Compliance Checklist.
- Prepare Startup Registration Roadmap.
- Prepare Investor Pitch Deck.
- Present complete startup proposal.

Classroom Aids

- Mentoring Sessions
- Business Plan Templates
- Startup Case Studies
- Whiteboard

Tools, Equipment and Other Requirements

- Laptop
- Internet Connectivity
- Business Planning Templates
- Financial Planning Formats
- Presentation Software



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MODULE 12- Industrial Exposure & Startup Demo Day

Mapped Area: Industry Interaction and Startup Showcase

Terminal Outcomes

The learner will be able to:

- Observe successful entrepreneurial practices.
- Learn from startup founders.
- Interact with industry experts.
- Demonstrate business ideas before a panel.

Theory Duration- 0 Hours

Practical Duration- 14 Hours

Practical – Key Learning Outcomes

The learner should be able to:

- Visit startup incubation centres.
- Observe startup operations.
- Interact with entrepreneurs.
- Visit MSMEs.
- Prepare industrial visit reports.
- Demonstrate startup products.
- Present business plans.
- Deliver investor pitches.
- Participate in Demo Day.
- Receive expert evaluation.
- Incorporate mentor feedback.
- Finalize startup roadmap.

Classroom Aids

- Industry Visits
- Startup Demonstrations
- Panel Discussions
- Projector

Tools, Equipment and Other Requirements

- Laptop
- Presentation Equipment
- Business Plan Reports
- Pitch Decks
- Evaluation Sheets



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Assessment Methodology

The assessment shall focus on practical application of entrepreneurial knowledge, innovation, business planning and startup readiness.

Component	Weightage
Attendance and Participation	10%
Practical Exercises	20%
Assignments	10%
Market Research Report	10%
Business Model Canvas	10%
Financial Planning Exercise	10%
Startup Business Plan	15%
Investor Pitch Presentation	15%

Total: 100%

Programme Delivery Methodology

The programme shall adopt an experiential learning approach through:

- Interactive Classroom Sessions
- Case Studies
- Group Discussions
- Brainstorming Workshops
- Design Thinking Activities
- Practical Exercises
- Business Simulations
- AI Tool Demonstrations
- Startup Mentoring
- Industrial Visits
- Team Projects
- Pitching Sessions
- Demo Day

Certification Requirements

A participant shall be eligible for certification upon:

- Minimum 80% attendance.
- Successful completion of all practical activities.
- Submission of startup project report.
- Submission of Business Model Canvas.
- Submission of Financial Plan.
- Submission of Investor Pitch Deck.
- Participation in Demo Day.



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- Successful evaluation by the faculty panel.

Career Opportunities

Upon successful completion of the programme, learners may pursue opportunities as:

- Startup Founder
- Entrepreneur
- Co-founder
- Business Development Executive
- Innovation Consultant
- Startup Incubation Associate
- Digital Marketing Entrepreneur
- Social Entrepreneur
- MSME Owner
- E-commerce Entrepreneur
- Rural Enterprise Developer
- Family Business Successor
- Business Consultant
- Product Manager
- Innovation Manager
- Startup Ecosystem Coordinator

Suggested Learning Resources

Books

- *The Lean Startup* – Eric Ries
- *Zero to One* – Peter Thiel
- *Business Model Generation* – Alexander Osterwalder
- *The Startup Owner's Manual* – Steve Blank
- *Disciplined Entrepreneurship* – Bill Aulet

Government Resources

- Startup India
- MSME Development Institute
- DPIIT
- Udyam Registration Portal
- National Skill Development Corporation (NSDC)
- Atal Innovation Mission (AIM)

Digital Learning Platforms

- SWAYAM
- NPTEL
- Startup India Learning Programme
- Google Digital Garage
- Microsoft Learn
- LinkedIn Learning



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Conclusion

The **Startup Bootcamp – Ideation to Incorporation** programme has been designed to equip aspiring entrepreneurs with the knowledge, skills and confidence to convert innovative ideas into successful and sustainable enterprises. Through a balanced blend of classroom learning, practical exercises, mentoring, industrial exposure and project-based learning, the programme enables participants to understand the complete startup journey—from identifying opportunities and validating business ideas to developing business models, securing funding and legally incorporating a venture.

By integrating entrepreneurship, innovation, digital technologies, artificial intelligence, business planning and government support mechanisms, the curriculum aligns with the vision of **Atmanirbhar Bharat, Startup India, Skill India** and the broader objective of fostering innovation-led economic growth. The programme prepares learners not only to launch their own ventures but also to contribute effectively to the entrepreneurial ecosystem as innovators, problem-solvers and job creators.



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MDSSC

Maharshi Dayanand Saraswati
Swadeshi Consortium



ABOUT US

Maharshi Dayanand Saraswati University, Ajmer proposes the establishment of the Maharshi Dayanand Saraswati Swadeshi Consortium as a multidisciplinary and collaborative institutional ecosystem dedicated to innovation-driven education, Bharatiya research traditions, startup culture, skill development, and sustainable national development rooted in Indian ethos.

The Consortium shall be the first and the only initiative of its kind in the State and among a select few in the country integrating innovation, incubation, research, entrepreneurship, indigenous knowledge systems, and community engagement under a unified institutional framework.



MDSU



Welcome to **Maharshi Dayanand Saraswati University**
Located in the historic city of **Ajmer, Rajasthan**, **Maharshi Dayanand Saraswati University (MDSU)** is a distinguished centre of higher learning that blends academic excellence with India's rich intellectual and Vedic heritage. Inspired by the life and teachings of Maharshi Dayanand Saraswati, the University promotes knowledge, ethical values, innovation, research, and social responsibility, empowering students to contribute meaningfully to society and national development. With a focus on quality education and holistic development, MDSU provides an environment where students can explore their potential, develop professional skills, and prepare for future opportunities.



CHARGE



CHARGE – Choyal Hub for Agribusiness, Research, Growth & Entrepreneurship – is a hub focused on agribusiness, skill development, innovation, and entrepreneurship. Established as CSMT, CHARGE now offers technical training, certified courses, research, incubation, and business support. A CSR initiative of **R.S. Choyal Group**, CHARGE works on a no-profit, no-loss basis to connect education, industry, and entrepreneurship. We aim to empower young entrepreneurs and industry professionals with practical knowledge and real-world opportunities. Through hands-on learning and industry exposure, CHARGE supports the growth of a skilled and innovative agribusiness ecosystem.

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