

CEED ACCELERATOR PROGRAM (CAP)

COHORT-I (2019-2020)

Start your Business at Chitkara University



The banner features a red background on the left with the CEED logo and the text 'COME JOIN US FOR A FOCUSED STARTUP BUILDING'. Below this is the website 'www.cuceed.org'. On the right, the Chitkara University logo is at the top right. The main text reads 'CEED ACCELERATOR PROGRAM Cohort-I' and 'BUILD THE FUTURE'. Eligibility criteria are listed as 'Final year student of any stream/discipline'. The start date is 'Coming in July 2019'. The application link is 'https://bit.ly/2HooMXE'. A QR code is provided for more information. An illustration of a bar chart with a person climbing a ladder is on the far right.

CEED
ACCELERATOR PROGRAM Cohort-I
BUILD THE FUTURE

Eligibility: Final year student of any stream/discipline

Coming in July 2019

Apply at:
<https://bit.ly/2HooMXE>

For More Information Visit
www.cuceed.org

ABOUT CAP

Chitkara University's Center for Entrepreneurship Education & Development (CEED) is pleased to host CEED Accelerator Program (CAP), designed to help students grow their exciting ideas into a business. Students who wish to pursue their career in the field of Entrepreneurship & Family Business will be awarded credits for the two semesters they are enrolled in the CEED Accelerator Program.

This initiative is a full-time intense two semester-long credit based program aimed at assisting student entrepreneurs and innovators in developing their business concepts to a point where they

are ready to begin to seek angel investment. The program offers instruction across a range of subjects relevant to startups, including:

- The business concept
- Customer discovery
- Forming the business
- Intellectual property
- Seeking investment capital

This program will be considered for co-op credit.

OUTCOME OF THE PROGRAM

- **OPPORTUNITY** to develop their innovative ideas further and launch a business to market.
- **OPPORTUNITY** to pitch their business to a group of real investors for angel investment.
- **SKILLS** to explore, prototype and test your business idea, access to investors and the ideal collaborative environment **to launch new startup ventures.**
- **SKILLS** developed include critical entrepreneurial and employability skills such as problem solving, customer centric design, business model development, data analysis/measurement and project execution.

WHAT STARTUPS WILL GET?

CAP will provide access to:

- **Workspace**
- **Leading Mentors**
- **Workshops**
- **Training**
- **Public Pitch Events**
- **Seed Funding**
- **Networking and**
- **Latest Business Incubation facilities at CEED**

WHO SHOULD APPLY?

- Scions and Members of Family Managed Businesses
- Young Business Owners
- Next-Gen Entrepreneurs
- Start-Up Founders
- Students who want to pursue business as a career

PROGRAM DETAILS

PHASE I (JULY - AUGUST - SEPTEMBER)

COURSE WORK: ENTREPRENEURSHIP FUNDAMENTALS

Talk by Entrepreneurs

PRACTICUM:

- Idea Identification
- Feasibility Study
- Idea Validation and Iteration
- Defining the Team
- Case Study Project 1

PHASE II (OCTOBER - NOVEMBER - DECEMBER)

COURSE WORK: Consumer Research and Market Analysis

Talks by Entrepreneurs & Innovators

PRACTICUM:

- Consumer Survey and User Validation & Feasibility Study
- Competitive Analysis
- Target Market Analysis
- Building Basic Functional Prototype
- Creating & Building IP
- Internship with a Market Based Startup
- Project-2

PHASE III (JANUARY - FEBRUARY - MARCH)

COURSE WORK: Prototype Development & Marketing

Talk by Entrepreneurs

PRACTICUM:

- Technology Feasibility and Validation
- Business Model Identification and Market Testing
- Digital Marketing and Brand Communication
- Prototyping & Product Improvisation
- Project -3

PHASE IV (APRIL - MAY - JUNE)

COURSE WORK: Venture Management

Talks by Entrepreneurs | Investors

PRACTICUM:

- Startup evaluation & Financial Understanding
- Market Launch
- Investor Readiness Report
- Fund Raising with investors.
- Live Pitching

ELIGIBILITY & SELECTION PROCESS

- **The program is open for applications from final year students (UG/PG) of any stream/ discipline of Chitkara University.**
- **Students for the Cohort will be selected through an open application and formal screening process by CEED mentor's board.**

Note: Students opting for this COHORT have a choice to sit in the placements after the completion of their one year CAP program.

HOW TO APPLY

Fill up the form at: <https://bit.ly/2HooMXE>

Grow your great idea into a business!