

# Launchpreneur 3.0

## Day 1

### Understanding the Customer and Building the Right Go To Market Strategy

**Theme:** Build what customers want, not what founders assume.

| Time          | Session                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| 10:00 – 11:00 | Registration, Founder Networking & Welcome Breakfast                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 11:00 – 11:30 | Opening Remarks and Introduction by each founder <ul style="list-style-type: none"><li>• Welcome Address</li><li>• Bootcamp Overview &amp; Expectations</li><li>• 60-second Startup Introduction by each Founder</li></ul>                                                                                                                                                                                                                                                                                                               |
| 11:30 – 01:00 | <b>Masterclass: Founder Leadership – Building High-Performance Startups</b> <ul style="list-style-type: none"><li>• Founder vs. CEO mindset</li><li>• Leadership at different startup stages</li><li>• Building and managing high-performing teams</li><li>• Decision-making under uncertainty</li><li>• Time management and prioritization</li><li>• Founder resilience and handling failure</li><li>• Hiring the first employees</li><li>• Building startup culture</li></ul> Communication with co-founders, investors, and customers |
| 01:00 – 02:00 | Lunch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 02:00 – 03:00 | <b>Masterclass + Interactive Workshop:</b> Customer Discovery, Problem Validation & Product-Market Fit <ul style="list-style-type: none"><li>• Identifying real customer problems</li><li>• Understanding the Ideal Customer Profile (ICP)</li><li>• Customer Persona &amp; Buyer Journey Mapping</li><li>• Product-Market Fit Framework</li></ul> <b>Activity:</b> Each startup prepares its Customer Persona Canvas and Value Proposition with mentor facilitation                                                                     |
| 03:00 – 04:30 | <b>Masterclass:</b> Designing an Effective Go To Market Strategy for B2B & B2C Startups <ul style="list-style-type: none"><li>• GTM Frameworks</li><li>• Market Segmentation &amp; Positioning</li><li>• Customer Acquisition Channels</li><li>• Sales Strategy &amp; Distribution Models</li><li>• First 100 Customers Playbook</li></ul>                                                                                                                                                                                               |
| 04:30 – 05:00 | <b>GTM Strategy Lab (Mentor Assisted Workshop) – Founder's activity</b> <p>Founders work on their own startup to develop:</p> <ul style="list-style-type: none"><li>• Go To Market Canvas</li><li>• Customer Acquisition Plan</li><li>• Sales Funnel Design</li><li>• Channel Strategy</li><li>• 90-Day GTM Roadmap</li></ul> Each startup presents its GTM approach for peer and mentor feedback                                                                                                                                        |
| 05:00 – 05:30 | High Tea                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## Day 2

### Growth, Revenue and Investor Readiness

**Theme:** Learn how startups grow, generate revenue and raise investment.

| Time          | Session                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:30 – 10:00 | Breakfast & Founder Networking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 10:00 – 11:30 | <b>Masterclass + Workshop:</b> Revenue Model, Pricing Strategy & Unit Economics <ul style="list-style-type: none"><li>• Choosing the right revenue model (Subscription, SaaS, Marketplace, D2C, B2B, Licensing, etc.)</li><li>• Pricing strategies for early-stage startups</li><li>• Understanding Unit Economics (CAC, LTV, Gross Margin, Burn Rate, Runway)</li></ul> <b>Activity:</b> Founders prepare their Revenue Model and Unit Economics Sheet with mentor guidance                                                                                                                                                                                                                          |
| 11:30 – 1:00  | <b>Masterclass + Interactive Workshop:</b> Startup Growth Engine & Customer Acquisition <ul style="list-style-type: none"><li>• Building a scalable sales funnel</li><li>• Organic vs. Paid Growth Strategies</li><li>• Growth metrics every startup should track (ARR/MRR, Conversion Rate, Churn, Retention, CAC, LTV)</li><li>• Designing a 90-Day Growth Plan</li></ul> <b>Activity:</b> Each startup develops its Customer Acquisition & Growth Roadmap                                                                                                                                                                                                                                          |
| 01:00 – 02:00 | Networking Lunch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 02:00 – 03:30 | <b>Masterclass:</b> Investor Readiness & Fundraising Strategy <ul style="list-style-type: none"><li>• What investors evaluate before investing</li><li>• Types of startup funding and fundraising stages</li><li>• Valuation fundamentals</li><li>• Due diligence and investment documentation</li><li>• Common fundraising mistakes and how to avoid them</li></ul>                                                                                                                                                                                                                                                                                                                                  |
| 03:30 – 05:00 | <b>Workshop: Fundraising Readiness &amp; Due Diligence Preparation</b> <ul style="list-style-type: none"><li>• Understanding Private Investment vs. Grants - differences, benefits, and when to pursue each.</li><li>• Types of startup funding (Bootstrapping, Grants, Angel Investment, Venture Capital, Debt, Revenue-based Financing).</li><li>• Essential documents every startup should have before fundraising.</li><li>• What investors look for before investing.</li><li>• Due diligence checklist (Legal, Financial, Technical, IP, Compliance).</li><li>• Common fundraising mistakes and how to avoid them.</li><li>• Preparing for investor meetings and data room readiness.</li></ul> |
| 05:00 – 05:30 | High Tea                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

### **Day 3**

#### **Mock Investor Pitch & Feedback**

**Theme: *Present. Defend. Refine.***

| <b>Time</b>   | <b>Session</b>                                                                                                                                                                                                                                                                                                                                                        |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:30 – 10:00 | Breakfast & Final Networking                                                                                                                                                                                                                                                                                                                                          |
| 10:00 – 12:00 | <b>Launchpreneur Demo Day – Mock Investor Pitch</b><br>Each startup will present before a Jury comprising investors, startup founders, industry experts, and incubation leaders.<br><b>Pitch Format (10 Minutes per Startup)</b> <ul style="list-style-type: none"><li>• 5 Minutes – Startup Presentation</li><li>• 5 Minutes – Jury Q&amp;A &amp; Feedback</li></ul> |
| 12:00 – 12:30 | <b>Valedictory Ceremony &amp; Launchpreneur Awards Distribution</b>                                                                                                                                                                                                                                                                                                   |

Awards (Certificate + Trophy)

- Launchpreneur Startup Excellence Award
- Best Go-To-Market Strategy Award
- Most Innovative Solution Award
- Best Pitch Award
- Best Investment Ready Startup