

The course focuses on growing an early stage startup through the business model development process, problem definition, customer discovery, product management to early customer traction. The course follows a hands-on approach to learning through application of knowledge to practical scenarios and encourages pivoting the product and business based on lean startup model. Student will work closely with one startup as part of this coursework.

Assessment I – Problem identification, customer and technology validation, business formulation and development, influence of regulatory environment.

Final Exam – Taking A REAL Company to MARKET (Product development, Validating Business Model, Operational Planning, Taking an entrepreneurial venture to Market)

**TEXT BOOKS/ REFERENCES:**

1. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder, Yves Pigneur, Wiley Publications, 2010.
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Eric Ries, 2011
3. Zero to One: Notes on Startups, or How to Build the Future, by Peter Thiel, Blake Masters, Crown Publishing Group, 2014
4. Business Development Generation- Alexander Osterwalder,
5. Lean Startup-Eric Ries
6. Zero to One-Peter Thiel