



 **YouthJet**

*“The Secret Of Getting Ahead Is Getting Started”*

# Programme Overview

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Some prospective entrepreneurs are trying to escape a corporate life, whilst others are looking to define their own success, solve real-world problems, impact society, or significantly impact their personal wealth.

Starting a business on your own can be intimidating, especially for first-time entrepreneurs, or those who have failed in the past. No one knows if their business idea is brilliant or not, and few have the financial means to quit their jobs whenever they feel like it.



## **IT'S A NEW WORLD, A WORLD OF STARTUPS AND ENTREPRENEURSHIP!**

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YouthJet is an intensive 8-weeks venture development journey with mentoring and support. This programme assists participants in acquiring the knowledge, skills and attitude for realising their dream of becoming successful entrepreneurs. Along the way, participants will build and launch new business ideas, learn the necessary start-up tools and frameworks, evaluate market opportunities, create a viable business model and financial plan, and articulate their vision for their own enterprise.

# Why YouthJet is for you?

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Do you want to work for someone else for the rest of your life? Or are you ready to take a risk and try to build something on your own?



## Expert mentors

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The programme provides participants with weekly feedback from experienced mentors. Mentors are there to guide, motivate, support, encourage and hold you accountable for ongoing progress towards your stated goals. Also, the limited number of participants per batch enables individual attention.

## Entrepreneurial mindset

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Develop an ability to identify critical success factors for starting and running your business. Topics include risk-taking, leadership, decision-making and dealing with failure.

## Themed cycle of learning

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The programme walks participants through every step of "Starting Your Business". The regime of programme follows a themed cycle:

Learn | Discuss | Apply | Pitch | Refine



# What's unique about the programme?

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Push your cognitive and creative limits, flex your entrepreneurial muscles and prepare to own a successful venture.

## Stand out from the crowd

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YouthJet helps participants prepare, launch and grow their businesses. The programme develops entrepreneurial skills and expertise, follows various case studies, and culminates in the production of a pitch deck. This prepares participants to sell their concept to potential team members, partners, customers and investors.

## Peer groups and networking

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Participants get opportunity to work with other founder members in group, providing feedback and support, and help with weekly assignments. This provides a strong 'cohort' culture with a network of peers who just might become lifelong friends

## Industry experts

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Start-up advisors share their experience, learnings and tips to simplify tricky areas such as investment, intellectual property, and legal structuring.

## Faculty masterclasses

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Participants learn from industry experts about latest happenings in business world, essential frameworks and industry best practices.



# Broad contents of the programme

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An intensive 8-week programme that will help you vet your idea, increase your intelligence in business research, and help you ask the important financial questions you need to create a business plan. Topics covered in the programme are indicated below:

## \* Introduction to Entrepreneurship

- Developing Entrepreneurial Mindset

## \* Ideation and its validation

- Generation of Business Idea and Viability Analysis

## \* Business Risks

- Understanding, Calculating and Mitigating Business Risks

## \* Business Structures and its compliances

- Legal Considerations
- Constitutional Structures and Documents
- IP Protection
- MSMEs and Benefits to MSMEs
- Understanding IPOs

## \* Product Development & Market Research

- Ways to effective Market Research
- Building Product Roadmap

## \* Team Development

- Defining Roles & Responsibilities
- HR Legal Considerations
- Mentors, Advisors, Coaches and Professionals
- Team Equity Distribution Vesting

## \* Fund Management

- Understanding Short Term and Long Term Funds

## \* Overview of taxation system in India

- Arranging funds for business
- Government support in business

## \* Managing Supply Chain & Operations

- Forming Company Culture-SOPs

## \* Sales & Marketing

## \* Business Model

- Profitability and Unit Economics
- Revenue Models
- Cost Structures
- Outsourcing and Partnerships
- Understanding Business Margins-BEP Analysis

## \* Investment and Valuation

- Debt Vs Equity
- Types of Investors
- Alternative Financing Methods including Convertibles, Crowd Funding, ICDs etc
- Finance Rounds and Milestones
- Dilution
- Cap Tables
- Valuation

## \* Understanding Business Reports

- MIS including Inventory Reports
- Balance Sheet, Trading Account & Statement of Profit and Loss
- Audit Reports

## \* Pitching Investor & Investment Documentation



## Mode of Training:

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The programme will be spread over approx 16 lectures where 2 lectures will be delivered every week.

Each lecture will be of approx 1.5 hours and will be full of lifetime learning experiences



Post completion of course, participants will receive a Certificate of Completion.

Also, participants will receive membership of YouthJet by virtue of which they will be invited for annual meet up where they can interact and develop contacts with likeminded entrepreneurs and can also keep updated to industry trends.

The enrolled participants shall be entitled for 1 hour professional consultancy for starting their own business where they will get end to end business guidance provided by EP Ventures Pvt. Ltd

Post completion of the course, while entering into practical business world, Youth-Jet participants can also opt for E+ (Entrepreneurship Plus) - Startup Academy which is focused and designed for young entrepreneurs who are in Idea stage, execution stage or expansion phase They will get end to end business guidance and mentorship from experienced professionals which increase the success ratio and will definitely reduce your payback period.

# Key takeaways

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**By the end of the programme, participants will understand how to:**

- \* Identify legitimate business opportunities
- \* Create a robust set of financial projections
- \* Gauge market demand and the size of the opportunity
- \* Prepare a go-to market strategy
- \* Define the business model  
Acquire initial customers
- \* Build an early stage management team
- \* Pitch for, and negotiate, investment
- \* Identify an appropriate business strategy



# YouthJet

Indore | Pune | Raipur | Surat

## Office Address

Multiple locations as per ease of participants. Proposed locations in Indore are Vijay Nagar, Palasia and Sapna Sangeeta.



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