



## Incubation Program

Course Title	Incubation Program
Core or Elective	Elective
Program and Batch	All Eligible Batches
Semester & Academic Year	Spring 2026
Credits	3
Discipline/Area	IDEATE Lab
Provide details if this course is a Prerequisite for any course/specialization	N.A
Name of the Faculty Member/Course Instructor	Priyatej Kotipalli Phd. Dy Director IDEATE Labs
Contact Details of the Faculty Member	Kotipalli.priyatej@jgu.edu.in
Contact Details of Support Staff	
Faculty Member's Open Office Day/s & Time	

### Description

This course provides a comprehensive exploration of modern approaches to new venture creation, emphasizing the interplay between the entrepreneurial team, opportunities, and the iterative process of venture development. It caters to individuals looking to assess, develop, or launch business or project opportunities, particularly those rooted in technology or social innovation.

### Key components include:

1. Value Proposition Screening: Techniques to analyze business concepts, underlying technologies, customer benefits, and market fit.
2. Venture Development Models: In-depth exploration of resource requirements, competitive landscape analysis, team dynamics, and strategic planning.
3. Venture Validation: Development of a comprehensive model to validate new ventures, ensuring alignment with market needs and sustainability.

This course is ideal for aspiring entrepreneurs and innovators seeking to enhance their skills in creating viable, impactful ventures.

### **Course Learning Outcomes**

On successful completion of this course, students will be able to:

- 1 Identify the difference between a business idea and a potential innovative business opportunity
- 2 Articulate a new venture value proposition and communicate ideas and concepts effectively
- 3 Build an assessment process for a new venture to determine its desirability, feasibility, viability and sustainability
- 4 Develop practical strategies for exploiting business opportunity and resourcing new venture creation and development
- 5 Prepare a comprehensive validation for a potential new venture of your own design, and recommend future strategy.

### **Outline syllabus**

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Topic Content

- 1 Business Ideas & Opportunity Development
- 2 Desirability: Customer Needs & Market Demand
- 3 Feasibility: Technology & Environment
- 4 Value Propositions & Product-Market Fit
- 5 Effective Business Model Development
- 6 Viability: Prototyping, Piloting & Pivoting
- 7 Industry Structure & Analysis
- 8 Assessing Competitors & Planning Strategies
- 9 Assembling Resources & Recognizing Advantage
- 10 Building New Venture Teams

**Assesment :**

Part One: 20 %

Ideating on the problem statement and working on the various solution on developing a venture

Part Two: 80 %

From Idea to Implementation focuses on developing the skills and knowledge necessary to start up and manage a new creative enterprise, through practical exercises and the development of both collective and individual ideas.

At the end of the module you will have the opportunity to pitch your individual enterprise concept to a panel of investors and business experts whose advice and feedback will guide you should you wish to develop it further in the future and will form the basis for your grades.