



The Entrepreneur's Guide For Beginners 2.0

A 7-Days Workshop on Entrepreneurship

Think, Act, and Change

Overview:

The Entrepreneur's Guide For Beginners 2.0 is a **7-day** physical workshop on Entrepreneurship, followed by a **Grand Startup Idea Pitch Competition** at the end of the workshop, organized by **Curiouswe** and taking place at IOE Pulchowk Campus. The workshop aims to cover all practical aspects of **Entrepreneurship**, with a strong focus on developing an entrepreneurial mindset among the attendees.

Starting from the introduction to entrepreneurship and idea-generation techniques, the workshop will guide participants through the execution process, including team formation, business pitch deck creation, marketing, opportunity analysis, operation management, and many more.

Vision: To create a college environment where students foster an entrepreneurial mindset and strive to make a positive impact on the environment and society.

Mission: At Curiouswe, our mission is to empower aspiring entrepreneurs, students, and individuals with the knowledge, skills, and resources they need to thrive in the dynamic world of entrepreneurship. We are committed to fostering an environment where ideas flourish, connections are made, and dreams turn into reality.

Structure:

Each day of the workshop will revolve around a specific topic, with **experienced entrepreneurs leading the sessions**. The workshop will be held physically at IOE Pulchowk Campus, and it is open to students from any college and any level. We already have a few speakers, Judges, and guests fixed for this year's workshop and final event among which a few are listed here.

Syllabus

Day 1: WTH is Entrepreneurship? - 18th July

- What is it? Who are Entrepreneurs? (Journey, Examples & Stories)
- Ideation / Opportunity Analysis
- Defining the Problem and Solution
- Purpose, Vision, and Mision
- What is a No-Budget Startup?
- Future Startup Trends

Day 2: Product Development and Marketing - 19th July

- Developing Prototype and MVP
- Elaborating It
- Market Research and Validation
- Minimum Viable Product
- Setting Pricing strategy

- Promotion Strategy

Day 3: Market Segmentation, Targeting, and Positioning - 20th July

- Market Segmentation
- Market Targeting
- Product Positioning
- Business Model Canvas
- Unique Value Proposition

Day 4: Management, Team & Operations -21st July

- Understanding the Business Flow
- Execution Planning (Tools and Techniques)
- Mapping Resources
- Designing Organization Structure
- Selecting/Finding Co-Founders & Board Members

Day 5: Financial Modelling & Terms - 23rd July

- Cost and Revenue Analysis
- Strategic Planning
- Financial Planning
- Valuation
- Setting Terms and Conditions
- Shareholders and Going Public

Day 6: Pitching, Fundraising & Product Launch- 24th July

- Making a Pitch Deck
- Elevator Pitch
- Fundraising
- Sponsorship / Partnership
- Launching your Product in the Market
- When to Pivot?

Day 7: Startup Idea Pitch Competition- 28th July

- Teams or individuals will get a chance to pitch their business idea and the best pitch selected by judges will get prizes
- Pitch Time is 5 minutes followed by 2 minute QA session
- There will be Panel Discussions, and guest speakers sessions
- Entertainment session
- Certificate/Prize distribution and photo session

Our Speakers for 6 days workshop:



Ajeet Bikram Shah
Director, Lotus Holdings



Keshav Nepal
CEO, Worldlink



Bigyan Gupta
CEO, Pedal Group



Swastika Rajbhandari
Founder, Kaasthakala



Santosh Pandey
Founder, Offering Happiness



Dolraj Poudel
CA with 15+ years of Experience

Our Panelists for the final event Panel Discussion:



Niraj Kafle
Co-Founder, Offering Happiness



Hemant Puranik
CEO, IME Group



Restha Jha
Executive Chairman, KFA

Our Judges for the Final Event:



Shakti Golyan

Executive Director, Golyan Group



Chirag Goyal

Executive Director, Goyal Group



Pratik Kunwar

Founder, CEI



Juna Mathema

Entrepreneur, and Researcher

Our Chief Guest and Guests:



Chiri Babu Maharjan
(Mayor of Lalitpur Metro)



Pawan Golyan
Chairman, Golyan Group



Evana Manandhar
Entrepreneur & Activist



Dr. Santosh Upadhyaya
Mr. Nepal | TV Host



Roselyn Shrestha
Singer

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Event Details

Organizer: Curiouswe

Date: From 18th July to 24th July (workshop), 28th July (Startup Idea Pitch Competition)

Duration: 2 Hours Daily

Time of workshop: 7:30 am to 9:30 am

Time of Startup Idea Pitch Competition: 10 AM onwards

Prizes: NRS 5000 for winning team of startup Idea Pitch Competition

Why 2.0?

The **Entrepreneur's Guide For Beginners (which happened last year)** proved to be a transformative experience, encompassing a 10-day immersive journey into the realm of entrepreneurship. Led by esteemed entrepreneurs such as **Sanjog Koirala** (founder of *Ideapreneur Nepal*), **Ruby Shah** (Co-founder of *PSV*), **Amit Agrawal** (Co-founder of *Khalti*), **Suraj Raj Pandey** (CEO at *Fibro*), **Avhimanyu Sharma** (Head of BD at *Gyapu*), **Rajan Koirala** (Chief Business Officer at *Edusanjal*) **and numerous others**, participants gained invaluable insights and practical knowledge.

The **Entrepreneur's Guide For Beginners 2.0**, a workshop set to be grander, bigger, and better than ever before. We have curated an **advanced and up-to-date curriculum, encompassing cutting-edge topics and the latest industry trends**, and will be led by new names in the world of entrepreneurship.