



Academic  
**Staff College**

## **Faculty Development Program on Ignite Program**

**Centre for Innovation, Incubation & Entrepreneurship (CIIE) and Academic Staff College (ASC), KLU, Vijayawada**

### **Resource persons:**

1. Dr R. Sujatha, Principal Educator, Wadhwani Foundation
2. Mr Naved Ahmad, Regional Head (South), Wadhwani Foundation
3. Ms Vishnupriya Vishnuprasad, Program Manager, Wadhwani Foundation

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### **Event Coordinator:**

1. Dr. Prashant Kumar Shukla
2. Dr. G. Suresh Kumar
3. Dr. Ashwin Raut

### **Details of the program:**

The Wadhwani IGNITE Program is a comprehensive entrepreneurship initiative designed to guide and empower startup founders on their journey from conceptualization to investment readiness. Rooted in experiential learning principles, this program aims to provide entrepreneurs with a structured pathway that takes their startups from the stage of a Minimum Viable Concept (MVC) to the creation of an Investable Pitch Deck (IPD). By integrating theory with hands-on practice, the program equips participants with the knowledge, skills, and strategic mindset required to navigate the challenges of building a successful startup.

### **Key Objectives of the Program:**

**Faculty Skill Enhancement:** The program aimed to enhance the skill set of faculty members, equipping them with the necessary capabilities to navigate entrepreneurship development effectively.

**Product-Market Journey Understanding:** The program sought to deepen faculty members' understanding of the intricate dynamics involved in the journey from product creation to successful market positioning.

**Guidance in Student Ventures:** A key focus of the program was to empower faculty members with the knowledge and tools to guide and mentor students in their pursuit of developing viable and successful ventures.









### Program Structure and Learning Methodology:

At the core of the program's objectives lay the active participation of faculty members in shaping the entrepreneurial trajectory for students. Throughout the workshop, faculty members were encouraged to facilitate diverse activities aimed at honing students' entrepreneurial skills. The guidance followed a structured approach leveraging the Wadhvani template, encompassing problem identification, persona creation, value proposition articulation, and the lean business canvas model.

1. **Empowering Faculty as Catalysts:** Faculty were empowered to guide students through thought-provoking activities to nurture entrepreneurial thinking. Hands-on engagement allowed students to comprehend the intricacies of real-world entrepreneurship under the tutelage of experienced educators.
2. **Wadhvani Template as a Framework:** The Wadhvani template served as a structured framework to steer students towards conceptual clarity. Faculty members facilitated students in identifying and framing a concise and impactful problem statement.
3. **Diving into Persona Crafting:** Faculty facilitated sessions on persona creation, enabling students to comprehend their target audience's needs, preferences, and pain points. This exercise encouraged students to immerse themselves in the user's perspective, a crucial skill for entrepreneurial success.

4. **Strategizing Value Proposition:** Faculty guided students in crafting a compelling value proposition that effectively communicated the unique benefits of their entrepreneurial endeavors. By translating ideas into tangible benefits, students learned to resonate with potential customers.
  5. **Lean Business Canvas Exploration:** Through the lean business canvas model, faculty directed students in crafting comprehensive business models that integrated key components like revenue streams, customer segments, and distribution channels. This exercise offered a bird's-eye view of their business plans, facilitating strategic decision-making.
- **Outcome: Investment-Ready Startups**

At the culmination of the program, participants are equipped with a well-defined and refined business model, a compelling value proposition, a validated MVP, and a strategic go-to-market plan. Armed with this comprehensive toolkit, entrepreneurs are better positioned to pitch their startups to potential investors with confidence and credibility. The program's emphasis on experiential learning ensures that founders not only understand theoretical concepts but also have the practical skills to execute effectively in the competitive startup landscape.

In summary, the Wadhwani IGNITE Program stands as a dynamic entrepreneurship initiative that guides startup founders through a journey of experiential learning, enabling them to transform their ideas into viable, scalable, and investment-ready ventures.

- **Outcome:**

The faculty development program aims to elevate the competencies, knowledge, and capacities of educators in the realm of Entrepreneurship Development.

Dr.I. Govardhani

Principal Academic staff college