



5-Day Bootcamp for Young Innovators



Organized by
iHUB

iHUB is associated with RTIH. **SPARK – a Structured Startup Ideation and Early-Stage Entrepreneurship Programme** is proposed to be conducted as a **5-day Boot Camp Programme** from **20–24 January 2026 (Tuesday to Saturday)**.

SPARK is designed to identify, nurture, and accelerate innovative ideas among students, aspiring entrepreneurs, and early-stage founders. The programme focuses on transforming ideas into viable startups through structured training, mentoring, and practical exposure.

Programme Highlights:

- Ideation & Problem Identification
- Business Model Development
- Mentorship & Expert Sessions
- Pitching & Validation
- Certification & Recognition.

The programme aims to nurture aspiring entrepreneurs by guiding them through the startup journey, covering key aspects such as **Problem identification, customer segmentation, solution design, idea screening, unique selling propositions, competitor analysis, revenue models, cost structures, marketing channels, and pitch preparation.**

The boot camp will conclude with a **Pitch Marathon**, providing participants an opportunity to present their startup ideas before experts and mentors. SPARK is designed to strengthen the startup ecosystem by fostering innovation, practical learning, and early-stage entrepreneurship among participants.

Invitation



Day -1

Introduction to SPARK Programme

The inaugural session begins with an overview of the **SPARK – Structured Startup Ideation and Early-Stage Entrepreneurship Programme**. The resource person explains the **objectives, structure, and expected outcomes** of the 5-day boot camp, highlighting how participants will progress from idea identification to startup validation.

An **icebreaker activity** is conducted to help participants introduce themselves, share their interests, and briefly discuss any startup ideas they may already have. This activity is designed to foster openness, confidence, and team bonding among participants from diverse backgrounds.

The session further introduces the **Lean Canvas Model**, explaining its importance as a one-page business planning tool for early-stage startups. Each block of the Lean Canvas such as problem, customer segments, value proposition, and solution is briefly explained to give participants a foundational understanding that will be built upon in later sessions.



Day -2

Startup Journey, Problem & Customer Segmentation

This session focuses on helping participants understand the **startup journey from idea to execution**. The resource person discusses the **founder mindset**, emphasizing qualities such as problem awareness, resilience, customer empathy, and adaptability.

Participants are introduced to **TRL (Technology Readiness Level)**, **CRL (Customer Readiness Level)**, and **MRL (Market Readiness Level)** concepts. These frameworks help participants assess the maturity of their ideas and understand whether their solution is technologically feasible, customer-validated, and market-ready.



The session then dives deeply into **problem identification**, stressing the importance of solving **real, validated problems rather than assumed ones**. Participants learn how to define a problem clearly, identify who experiences it, and understand its intensity and frequency.

Startup Lifecycle

- Ideation and validation of core problem
- Prototype development and user feedback
- Pilot launch and early traction
- Scale-up and market growth
- Maturity, exit, or transformation

Outcomes

- Understand the importance of founder mindset
- Recognize the phases of the startup lifecycle
- Apply TRL / CRL / MRL for technology, market, and manufacturing readiness
- Map concepts for advancing your startup idea

The concept of **customer segmentation** is explained in detail, covering demographic, geographic, psychographic, and behavioral segmentation. Participants are guided on how to map problems to specific customer groups and align solutions accordingly.

Interactive discussions and examples are used to help participants relate theory to real-world startup scenarios.

Ideation

This session introduces participants to the **structured ideation process**, emphasizing how innovative startup ideas emerge from clearly defined problems and validated customer needs. The resource persons explain various **ideation techniques** such as brainstorming, mind mapping, and problem–solution fit analysis to help participants generate multiple solution ideas for a single problem.

Participants are guided through the concept of **idea screening**, where each idea is evaluated based on key parameters including feasibility, novelty, scalability, impact, and alignment with customer needs. The session highlights the importance of avoiding idea bias and encourages data-driven decision-making during early-stage startup development.



From Problem + Customer + Solution → Lean Canvas Blocks



The facilitators also discuss how to convert raw ideas into **clear solution statements**, focusing on value proposition clarity and differentiation. Real-world startup examples are shared to demonstrate how successful ventures refined their ideas through continuous validation and iteration.

Interactive discussions and group inputs enable participants to refine their thinking and shortlist the most promising ideas for further development.

Activity on Ideation

This hands-on session is designed to **apply ideation concepts** discussed in the previous session. Participants work individually or in small groups to further develop their shortlisted ideas using guided worksheets and structured frameworks.

The



resource persons conduct **mentored ideation exercises**, helping participants refine problem–solution alignment and validate assumptions. Participants are encouraged to test their ideas against basic customer expectations, identify potential risks, and assess whether their proposed solutions offer meaningful value.

Through peer feedback and facilitator interactions, participants iteratively improve their ideas, ensuring clarity in solution design and alignment with real-world use cases. Emphasis is placed on **simplicity, feasibility, and customer relevance**.

Solution Patterns You Can Steal

Remove a step

- Instead of farmers going to mandi + pickup from collection points near village.

Automate a boring task

- Auto-reminders for customers so shopkeepers don't have to chase.

Aggregate & match

- Match customers in one apartment for bulk buying; match farmers who can supply.

Make invisible info visible

- Show farmers real-time mandi prices; show customers source farm & pesticide usage.

Change who does the work

- Give tools to farmers to list produce, instead of startup staff collecting info.



Day – 3

Revenue Streams, Cost Structure & Channels:

This session focuses on helping participants understand the **financial and operational foundations of a startup business model**. The resource person explains how startups can design **sustainable revenue streams** by aligning their value proposition with customer willingness to pay.

Participants are introduced to different **pricing strategies**, including cost-based pricing, value-based pricing, and competitive pricing. The session emphasizes selecting an appropriate pricing model based on customer segments, market conditions, and product or service differentiation.



The session further covers **cost structure identification**, guiding participants to distinguish between fixed and variable costs. Key cost components such as product development, operations, marketing, technology, and human resources are discussed to help participants estimate realistic expenses during the early stages of a startup.

A detailed explanation of **channels** is provided, highlighting how startups deliver value to customers through marketing, sales, and distribution channels. Both online and offline channels are discussed, along with strategies for customer acquisition, retention, and engagement.

Participants are also introduced to **key metrics and performance indicators** used to measure startup progress. Metrics such as customer acquisition cost, revenue growth, conversion rates, and break-even analysis are explained to help founders track business performance and make informed decisions.

Interactive discussions and practical examples enable participants to connect theoretical concepts with real-world startup scenario



Day- 4

Narrative Building & 3-Minute Pitch Structure

This session focuses on helping participants develop a **compelling startup narrative** that clearly communicates their idea within a limited time. The resource person explains the importance of storytelling in entrepreneurship and how a well-structured narrative can effectively engage investors, mentors, and stakeholders.

Participants are introduced to the **3-minute pitch structure**, which includes a clear articulation of the problem, target customer, proposed solution, value proposition, business model overview, and expected impact. Emphasis is placed on clarity, conciseness, and logical flow.



The session guides participants on how to translate technical or complex ideas into **simple, relatable language** that can be easily understood by a non-technical audience. Key elements such as opening hooks, problem urgency, solution uniqueness, and call-to-action are discussed in detail.

Participants actively work on preparing their pitches during the session, incorporating feedback from the facilitator to improve structure, confidence, and message delivery.

Pitch Preparation & Review

This session is dedicated to **refining and validating participant pitches** through structured reviews and feedback. Participants present their prepared pitches before the facilitator and peers, simulating a real-world startup pitching environment.

The resource person evaluates each pitch based on clarity of problem definition, strength of the solution, customer understanding, feasibility of the business model, and overall presentation effectiveness. Constructive feedback is provided to help participants improve content, delivery style, timing, and confidence.

Special attention is given to **pitch coherence**, ensuring alignment between problem, solution, market opportunity, and revenue model. Participants are guided on improving slide design (if applicable), body language, voice modulation, and audience engagement.

Through multiple review rounds and peer interaction, participants refine their pitches into **investor-ready presentations**.

