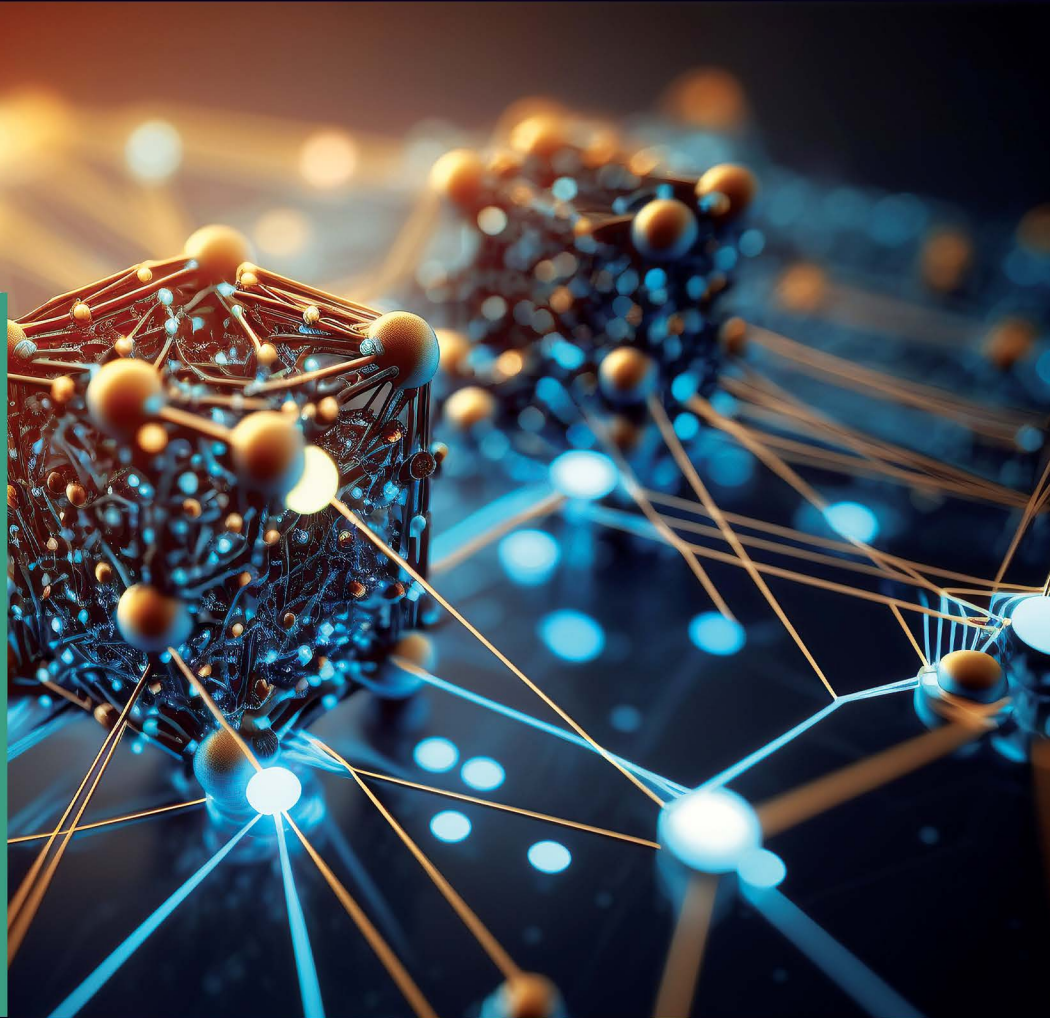




ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA (EDII)
& KERALA BLOCKCHAIN ACADEMY (KBA)



CERTIFIED BLOCKCHAIN STARTUP PROGRAM

Transforming Great Ideas Into Great Startups



ABOUT

THIS COURSE

In recent times, **Entrepreneurship** has garnered widespread acceptance and recognition as a fulfilling and lucrative career path across diverse backgrounds. At the same time, the corporate landscape is actively seeking individuals who possess entrepreneurial mindsets and abilities. This hands-on course, facilitated by startup mentor **Entrepreneurship Development Institute of India (EDII)** and blockchain training partner **Kerala Blockchain Academy (KBA)**, aims at equipping participants for a promising tech startup career ahead. Students will learn how to harness blockchain technology and entrepreneurship for their startup ventures over ten days.



WHAT IT **COVERS**

The program parallels between entrepreneurship and blockchain technology, highlighting its capacity to enable transformational change in the tech space. You'll walk through the foundational overview of how blockchain technology works, entrepreneurship principles and patterns, business canvas exercises, and the development of business essential deliverables in order to demystify the technology and understand its parameters. You'll learn how blockchain technology can bootstrap business ideas, offering the opportunity to apply learnings to your own context. Students experience a sampling of the ideas and techniques explored in various Blockchain Start-ups via lectures, handouts, use cases, and more.

₹10,000+ TAX

10 DAYS

6 HOURS/ DAY

INSTRUCTOR-LED

VIRTUAL TRAINING

**The recommended daily time commitment for core content is 6 hours, with an additional 2-3 hours recommended for project activities.*

WHAT YOU'LL LEARN

This online program integrates faculty-rich, interactive discussions and e-learning activities such as case studies, self-rating questionnaires, scoring and correction factor sheets, business plan templates etc. There are also opportunities for collaborative learning through discussion forums.

The following modules contribute to the holistic approach your learning path takes:

Topics	Mentor	Duration
Introduction to Entrepreneurship and Startups	EDII	1 Day
Business Opportunity Identification	EDII	1 Day
Blockchain Foundation Training and Startup Scaling	KBA	4 Days
Forms of Business Organizations and Accounting	EDII	1 Day
Business Plan Template	EDII	1 Day
Introduction to Marketing Mix, Market research – Process & Importance	EDII	1 Day
Fund Raising and Business Valuation Methods	EDII	1 Day

KEY OUTCOMES

- 1 | Entrepreneurial Mindset**
Develop the key traits for being an entrepreneur/intrapreneur.
- 2 | Insights for Innovation**
Master the process of innovation from creativity to ideation.
- 3 | Design Thinking**
Design innovative products/services that meet latent customer needs.
- 4 | Business Models**
Craft compelling value propositions and unique competitive advantage.
- 5 | B-plans**
Effective investor pitch deck for your business startup idea to impress investors.
- 6 | Sales & Marketing**
What works & what doesn't in the digital age and startup environment.
- 7 | Blockchain Foundation**
Examine blockchain technology potential from an entrepreneur's perspective.

WHO SHOULD

TAKE THIS COURSE?

- Budding entrepreneurs, as well as working professionals and students who wish to develop an entrepreneurial mindset and nurture their innate innovation quotient.
- Individuals looking to integrate blockchain into their own business plan or want to understand the current and future developments of this new technology.
- Individuals working directly within the strategic, operational, or managerial function, and want to discover opportunities for efficiency and innovation using blockchain technology.



HOW

YOU'LL LEARN?

The course is broken down into ten days with two lecture sessions a day to accelerate your learning process. Apart from the lecture, you can access the e-learning course materials containing video lectures, infographics, and other reading links. Each day's lecture and learning modules are released daily, allowing a flexible and structured approach to learning. Also, you can interact with your peers and learning facilitators through discussion forums.



WHO **ARE WE?**

A POWERFUL COLLABORATION

The Certified Blockchain Startup Program is togetherly designed by Kerala Blockchain Academy (KBA), and Entrepreneurship Development Institute of India (EDII). The aim is to help individuals bearing the entrepreneurship dream in blockchain technology with the requisite knowledge, skills and attitude to deal effectively with the issues, opportunities and challenges of the entrepreneurial path.



ABOUT

KERALA BLOCKCHAIN ACADEMY



Kerala Blockchain Academy (KBA) is a centre of excellence under the Kerala University of Digital Sciences, Innovation & Technology (formerly IIITM-K) for blockchain training, research, development and consultancy in multiple domains. KBA is an Associate Member and Official Training Partner of Hyperledger Foundation, General Partner of R3 Consortium, Associate Member of InterWork Alliance, Content Partner of Blockchain Education Network (BEN) and Knowledge Partner of IBF NET. KBA strives to be an international benchmark in education for promoting and implementing blockchain. The institution has more than 13 capacity-building programs in the blockchain of both basic and advanced levels.



ABOUT

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

Entrepreneurship Development Institute of India (EDII), is an autonomous and not-for-profit institute, promoted by apex financial institutions – the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI), with support from the Government of Gujarat. The institution promotes entrepreneurship culture through education, training, applied research and institution-building. To pursue its mission, EDII has helped set up 12 state-level exclusive Entrepreneurship Development Centres and Institutes across the country.



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