

# STARTUP NATION Brochure

## Entrepreneurship and Innovation

Startup nation is a programme designed to help a person in strengthening his entrepreneurial motives and in acquiring skills and capabilities necessary for playing his entrepreneurial role effectively and efficiently.

An intensely researched thinking exercise which involves inculcation, development, and polishing of entrepreneurial skills, knowledge in the participants which are required by them to establish and successfully run their enterprises.

"We are . . . milking aging cows on the verge of going dry . . . [and] losing our collective sense of purpose along with our fire, ambition, and determination to achieve."  
– Noble Prize winner Robert Sollow.

International batch

Batch Starts - 22nd October 2021

Weekend live classes



**An intellectual program which will not only sell great success but more importantly will also heed the lessons of failure.**



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- 01** **The Up Art of Startup**
  - i. Step by step guide on how to build a future crown business.
  - ii. Time tested wisdom lessons for anyone starting anything.
  - iii. Start something that matters.
  
- 02** **The Lean Analytics**
  - i. How to start small and do optimum in tight budgets.
  - ii. How to leverage continuous innovation & customer feedback.
  - iii. Running lean: Iterate from Plan A to Plan that works.
  
- 03** **The Founder's Dilemma Revisited**
  - i. Anticipating and avoiding pitfalls that can sink a start-up.
  - ii. Founders at work: Stories of startups' early days.
  - iii. Why most small Businesses don't work and what to do about it?
  - iv. The most important questions you will ever ask about your organization.
  
- 04** **Hidden DNA's of Visionary companies**
  - i. Built to last : The amazing life of an idea.
  - ii. The story of success.
  
- 05** **To Sell is Human**
  - i. Purple cow : How to stand apart & transform your business by being remarkable?
  - ii. The power of telling authentic stories in low trust world.
  - iii. How to build tribes and move others around your products?
  
- 06** **Achieve explosive Customer Growth**
  - i. Traction : The messy marketplace selling your business in the world of imperfect buyers.
  - ii. Rework : How to rework your small scale organization.

# STARTUP NATION

## INTRODUCTION

"ALIFS Entrepreneurial Innovation course combines advanced innovative scenarios with vast experiences and learnings from the best of the world's enterprises. Uncovering their timeless principles to instill and infuse entrepreneurial motive and spirit among people and cultivating skills and capabilities necessary for his/her role as an Entrepreneur."



An entrepreneur is a creator or a designer who design new ideas and business processes for his/her startup company offering creative product, process or service. We can say that it is an activity full of creativity.

**Total 3 sessions  
every week**

**Two live classes  
Friday  
Saturday**

**One set of  
recorded  
lectures**

**Exercises,  
Assignments  
Brainstorming  
Case studies.**



### **Academy of Life and Futuristic Sciences Pvt. Ltd.**

Academy of Life and Futuristic sciences Pvt Ltd (ALIFS) is an education and training organisation dedicated to bringing a paradigm shift in education, skills and attitudes of the people by decoding futuristic trends.

### **Our Faculty**



**Sameer ahmed Siddiqui**

He is a widely known IAS coach who has delivered 100s of in-depth analysis of curent scenarios and highly acclaimed futuristic talks.

# In this program we will learn:

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- ➔ How hidden rules of design are changing?
- ➔ We need to identify the core principles that governs the field and a million things are possible by applying simply various combinations of these core principles.
- ➔ The best way to achieve wisdom is to learn the big ideas that underlie reality... Even people who aren't genius can outthink the rest of mankind if they develop certain thinking habits.

**SPECIAL  
ATTRACTION**

## LEARNINGS FROM ISRAEL'S STARTUPS

Understanding what role Startups and Education play in  
**Rise and Fall of Nations**

What are the factors which make  
Israel a cutting edge Startup Nation?

Why Israel specializes in high  
growth Entrepreneurship?

What India can learn to invent its  
way back?

Their culture of Startups

Their Ecosystem of industries

Their way of soul-searching

How they produce  
community of think-

How they afford to be  
less dependent on others

**2 Additional Sessions Inviting you to  
Pitch Your Startup Idea Perfectly in front of All.**

➤ We need very high thinking research oriented people from within you to whom we can present in-depth analysis of world's best enterprises.

**“Combining Intelligence with Experimentation can be a sharp weapon.”**

➤ We would refine all the solutions in the live classes. We would invent and re-invent ourselves. We would relish arguing with one another. It would be a class having vibrant democracy and an outlet for superior ideas. It's like doing a mini MBA.

➤ From every batch of Startup Nation we would create a pool of talent: An influx of young, smart, motivated and passionate men and women looking at problems from an entirely new perspective.



➤ The idea is to bring 100% clarity and start a controlled experimentation to close the gap between 'uncertainty and uncertainty' and the luck, the fortune and our fate is ready to surprise us.

➤ Let's be highly ambitious. Let's be Christopher Columbus of our own lives. Let's have our own discovery of America.

# Why have you been exclusively invited?

## Reason

We live in a world in which we need to share responsibilities. It's easy to say "it's not my child, not my community, not my world, not my problem".

Then there are those like you who see the need and respond. We at **ALIFS** consider those people as our heroes.



### Need 1

Our world is changing the most important question "Will we be ready?"



### Need 2

The hope of a secure and livable world lies with disciplined nonconformists who are dedicated to economic justice, education and peace.



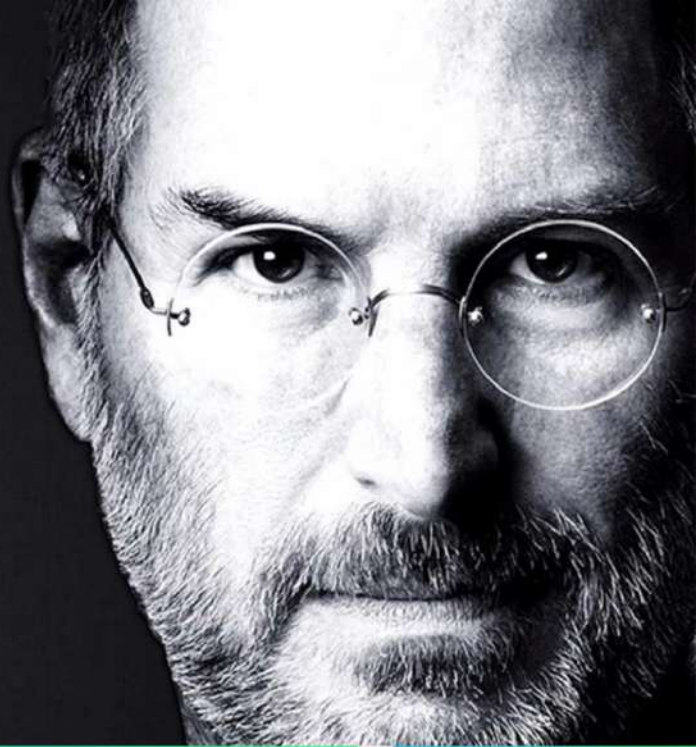
### Need 3

An entrepreneur tends to bite off a little more than he can chew, hoping that he could quickly learn how to chew.

For those who develop into a lifelong self learner through extensive research, cultivate curiosity and strive to become a little wiser everyday.

At exclusive price of  
**INR 14,900/-**

THE ONES WHO ARE  
CRAZY ENOUGH TO  
THINK THAT THEY  
CAN CHANGE THE  
WORLD ARE THE  
ONES WHO DO.



## Details of the Course:

★ **Batch Starts - 22nd October 2021**

**2 Live &  
1 Recorded  
Lecture  
Per  
Week**

**International batch (2 extensive Live sessions  
Followed by 1 Recorded Lecture/ 1 Assignment)**

If people are doubting how far we can go, let's go so far that we can't hear them anymore.

**7  
Weeks**

**Dreamers, curious minds, learners for life**

Businessmen/ owners/ upcoming entrepreneurs/  
intellectuals/ visionaries/ engineers/ doctors

**Assignment  
based  
certification  
program**

**An investment in knowledge pays the best  
interest**

Truths that will shatter myths, provide new insights and  
give practical guidance.

"I failed in some subjects in exam, but my friend passed in all.  
Now he is an engineer in Microsoft and I am the owner of Microsoft."  
-**Bill Gates**

"If people are not laughing at your goals,  
your goals are too small."  
-**Azim Premji**  
Chairman, Wipro



## CONTACT

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