



भारतीय प्रबंध संस्थान शिलाँग  
Indian Institute of Management Shillong

# SUMMER SCHOOL BOOTCAMP for Aspiring Entrepreneurs of NER 2025

**13<sup>TH</sup> - 17<sup>TH</sup> MAY 2025**

ORGANIZED BY

IIM Shillong Foundation for Incubation and Enterprises (IIMSFIE)  
Indian Institute of Management Shillong



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# ABOUT IIM SHILLONG

IIM Shillong was established in 2007 to provide high-quality management education and research in India's North Eastern region. It was created following discussions between the Union Minister of HRD and the Chief Ministers of North Eastern states in 2004. Located in Shillong, the institute aims for excellence in management education, with a focus on sustainability and ethical business practices.

Its vision is to become an internationally recognized institution while remaining grounded in Indian values. The institute emphasizes ethical values, compassion, and concern for society. IIM Shillong ensures holistic education through classroom learning, industrial interactions, cultural activities, and entrepreneurial opportunities.

The rigorous curriculum and summer internships prepare students to meet corporate challenges. Its mission is to develop innovative leaders and generate knowledge for sustainable development. Through a combination of academic rigor and practical exposure, the institute prepares students for leadership roles in the business world.

## Core Values

- Openness to new ideas and experiences
- Intellectual freedom
- Self-Experimentation and Creative pursuit
- Adherence to fair, just and ethical practices
- Compassion

## IIM Shillong Foundation for Incubation and Enterprises

IIMSFIE is a dedicated Center aimed at nurturing early-stage startups and businesses, mainly in the Northeast region. It seeks to promote entrepreneurship and innovation by providing essential resources, mentorship, and support services for business growth.

## IIM Shillong Strengths

IIM Shillong is known for its commitment to sustainability-driven management education, excellence in teaching, and leadership development. It offers a diverse range of programs including the flagship PGP (MBA), PGPEX for Executives, Doctoral Program in Management (PhD), and customized Management Development Programs (MDPs), with a unique emphasis on the Northeast and emerging markets.

The institute is home to the Dr. APJ Abdul Kalam Centre for Policy Research and Analysis, which functions as a strategic think tank focused on sustainable development, policy support, and governance in Northeast India. IIM Shillong Foundation for Incubation and Enterprise (IIMSFIE) supports entrepreneurship through programs like STEM (Skill to Enterprise Model), providing incubation, mentorship, and capacity-building for entrepreneurs in the region.

## Vision Statement

We envision becoming a beacon of innovation, promoting a culture of creativity and continuous learning, while maintaining a strong commitment to building sustainable ventures that address urgent global challenges.

## Mission Statement

Our mission is to serve as a key driver in the entrepreneurial ecosystem, empowering startups and enterprises to grow, innovate, and contribute meaningfully to economic growth and development.

## Core Values

Empowering Entrepreneurs  
Nurturing Innovation  
Building Collaborative Networks  
Measuring Impact  
Supportive Diverse Ventures  
Fostering Sustainable Growth  
Driving Economic Prosperity

## Our Services

Co-Working Spaces  
Mentoring/Training  
Consultancy  
Funding Assistance  
Networking  
Branding  
Business Development Assistance

## About the Bootcamp

The NER Entrepreneurial Bootcamp is a program aimed at developing entrepreneurship in the Northeastern Region (NER) of India. The initiative focuses on budding entrepreneurs from various backgrounds, providing a combination of workshops, mentorship, and networking.

The program emphasizes empowering the participants with important skills in business planning, marketing, financial management, leadership, and design thinking. Professionals, such as experienced entrepreneurs, industry experts, and government officials, lead the participants through the learning process.

The bootcamp fosters collaboration, urging the participants to develop partnerships and work together to address local issues. It focuses on sustainable development by integrating ESG principles into business operations.

The five-day residential program is conducted at the Indian Institute of Management Shillong and features experiential learning, case studies, and strategic exercises. Participants are equipped with the skills to manage the VUCA world and drive in changing business landscapes.

The bootcamp focuses on generating youthful entrepreneurs who will be able to propel economic development, prosperity, and social change in the area. It aids in network construction and leadership capacity development to assist individuals in excelling in their businesses.

## Objectives of this Course

1. Go-To-Market Prep– Equip participants with the knowledge, skills, and resources to launch and scale successful ventures.
2. Entrepreneurial Mindset – Inspire creativity, resilience, and strategic risk-taking for business success.
3. Business Mastery – Deliver hands-on training in business planning, market research, finance, and leadership.
4. Strategic Networking – Connect participants with mentors, investors, and industry experts to unlock growth opportunities.

5. Innovation & Disruption – Foster a culture of creativity and problem-solving to develop groundbreaking business solutions.
6. Broad-Based Entrepreneurship – Build a diverse and equitable ecosystem, ensuring access to opportunities for all.
7. Sustainable Impact – Encourage socially responsible and environmentally sustainable business practices.
8. Performance Tracking – Implement feedback-driven evaluation to measure impact and continuously refine the program.
9. Venture Support System – Provide long-term access to mentorship, funding opportunities, and alumni networks.

## Verticals to be covered

1. Validate Concepts: Test product ideas early to confirm demand and feasibility before significant investment.
2. Iterative Development: Use feedback loops to continuously refine and improve the product.
3. Risk Mitigation: Identify and address potential risks early to avoid costly setbacks.
4. Communication Tool: Use prototypes and visual aids to ensure alignment among all stakeholders.
5. User-Centric Design: Focus on solving real user problems by incorporating user feedback into the design.
6. Cost Efficiency: Detect design flaws early to save time, money, and resources.
7. Proof of Concept: Build a working model to demonstrate the product's value and feasibility to stakeholders.
8. Accelerate Time-to-Market: Speed up development with rapid testing and iteration, gaining a competitive edge.
9. Foundation for Production: Ensure designs are scalable, manufacturable, and meet quality standards for mass production.
10. Innovation Enablement: Encourage experimentation and exploration of new ideas to foster continuous improvement.

## Methodology

The boot camp is designed to blend classroom engagements with practical learning. The participants would be immersed in different contexts to pull out learnings from their immersion. In common terms, the entire program is designed to be delivered using:

- Classroom Discussions and Engagements
- Case and experiential learning
- Simulation exercise/ Management games
- Role play
- Problem Solving
- Immersion Training

# Proposed Program Content

- Startup Growth & Business Strategy
- Innovation & Tech-Driven Entrepreneurship
- Digital Marketing & Business Communication
- Emerging Market Trends & Industry Drivers
- Revenue Models & Monetization Strategies
- Financial Modelling & Startup Valuation
- Business Transformation & Digital Integration
- Scaling Strategies for Growth & Expansion
- Agile Leadership & Strategic Decision-Making

## Course Delivery Design

30 sessions of 1.5 hrs each.  
5 days Boot camp

## Eligibility Criteria

Aspiring entrepreneurs from NER.

## Minimum Educational Qualification

Undergraduate

## Resource Persons

1. Faculty Members from IIM Shillong
2. Government Officials
3. Seasoned Entrepreneurs
4. Industry Experts
5. Successful Startup Founders

## Certificate of Completion

On completion of the bootcamp, the participants will be awarded a Certificate of Participation from IIM Shillong Foundation for Incubation and Enterprises



## Number of Participants

100 Aspiring Entrepreneurs of NER



## Date:

13-05-2025 to 17-05-2025

# Schedule of Bootcamp for Aspiring Young Entrepreneurs of NER

## DAY 1 (13/05/2025)

- Registration
- Inaugural session
- High Tea
- Technical session 1- Orientation on Startup
- Lunch break
- Technical session 2- NER Startup Ecosystem
- Tea break
- Technical session 3- The Entrepreneur's compass: Zero to Launch

## DAY 2 (14/05/2025)

- Panel discussion 1- Business Essentials 1
- Tea break
- Panel discussion 2- Business Essentials 2
- Lunch break
- Technical Session 4- Lean & Agile Startups
- Tea break
- Technical Session 5- Domain Introduction

## DAY 3 (15/05/2025) - Parallel Session - Group-wise

<b>Group 1: Agriculture</b> Green Innovation: Building Agritech Startups	<b>Group 2- Fintech</b> Digital Dollars: Launching	<b>Group 3- IT/ITES</b> Code to Commerce: Building IT & ITES Startups	<b>Group 4- Tourism</b> Tourism Trailblazers: Building the Travel Startups of Tomorrow	<b>Group 5- Handloom &amp; Handicrafts</b> Artisan to Entrepreneur: Building Handloom & Handicraft Startups	<b>Group 6- Renewal Energy</b> Green Energy Innovators: Building Renewable Startups	<b>Group 7-Any others</b>
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Tea Break

Farm to Future: Disrupting Technology Agriculture	Fintech Frontiers: Innovating in Financial Technology	Tech Titans: Innovating in IT & ITES	Adventure Entrepreneurs: Creating Tourism Startups	Crafted Innovation: Design-Led Startups in Handloom & Handicraft	Renewable Revolution: Disrupting the Energy Industry	
<b>Lunch break</b>						
Harvesting the Future: Agritech Startup Essentials	Money in Motion: The Fintech Startup Playbook	Digital Innovators: IT & ITES Entrepreneurship	Destination Innovators: Tourism Startup Fundamentals	Weaving Success: Entrepreneurship in Handloom & Handicraft	Energy Future: Startup Essentials in Renewable Energy	
Agri-Entrepreneurs: Scaling Startups in Agriculture	Fintech Architects: Designing the Future of Finance	Bytes to Business: Launching Your IT Startup	Tourism Reimagined: Startup Opportunities in Travel and Leisure	Crafted Innovation: Design-Led Startups in Handloom & Handicraft	Sustainable Power: From Idea to Renewable Energy Startup	

## DAY 4 (16/05/2025) - Ideation Exercise - Group-wise

**Group 1:  
Agriculture**

**Group 2-  
Fintech**

**Group 3-  
IT/ITES**

**Group 4-  
Tourism**

**Group 5-  
Handloom &  
Handicrafts**

**Group 6-  
Renewal  
Energy**

**Group 7-Any  
others**

## DAY 5 (17/05/2025)

- Technical Session 5- Keynote on Funding, Investment Opportunities
- Tea break
- Idea Pitch
- Lunch break
- Takeaway and Roadmap





## Correspondence

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