

# IDEA MENTORING

Ideation | Innovation | Technology | Validation



Lemon Ideas Innovation Pvt. Ltd.

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[www.lemonideas.in](http://www.lemonideas.in) | [www.lemon-school.com](http://www.lemon-school.com)

If you already have an idea then the program will support in refining, modeling, validation.

If you don't have an Idea, the program will help in Idea generation as well.

### **Beneficial For:**

It is highly recommend program for aspiring or early stage entrepreneurs who are committed to bring out their creation. Any individual who has minimum 6 months of experience with real world through professional experience, Internship or startup work is fit to join this program. Only criteria is “Readiness to take full time plunge in near future or someone who has already plunged into venture creation”.

### **Program Takeaways:**

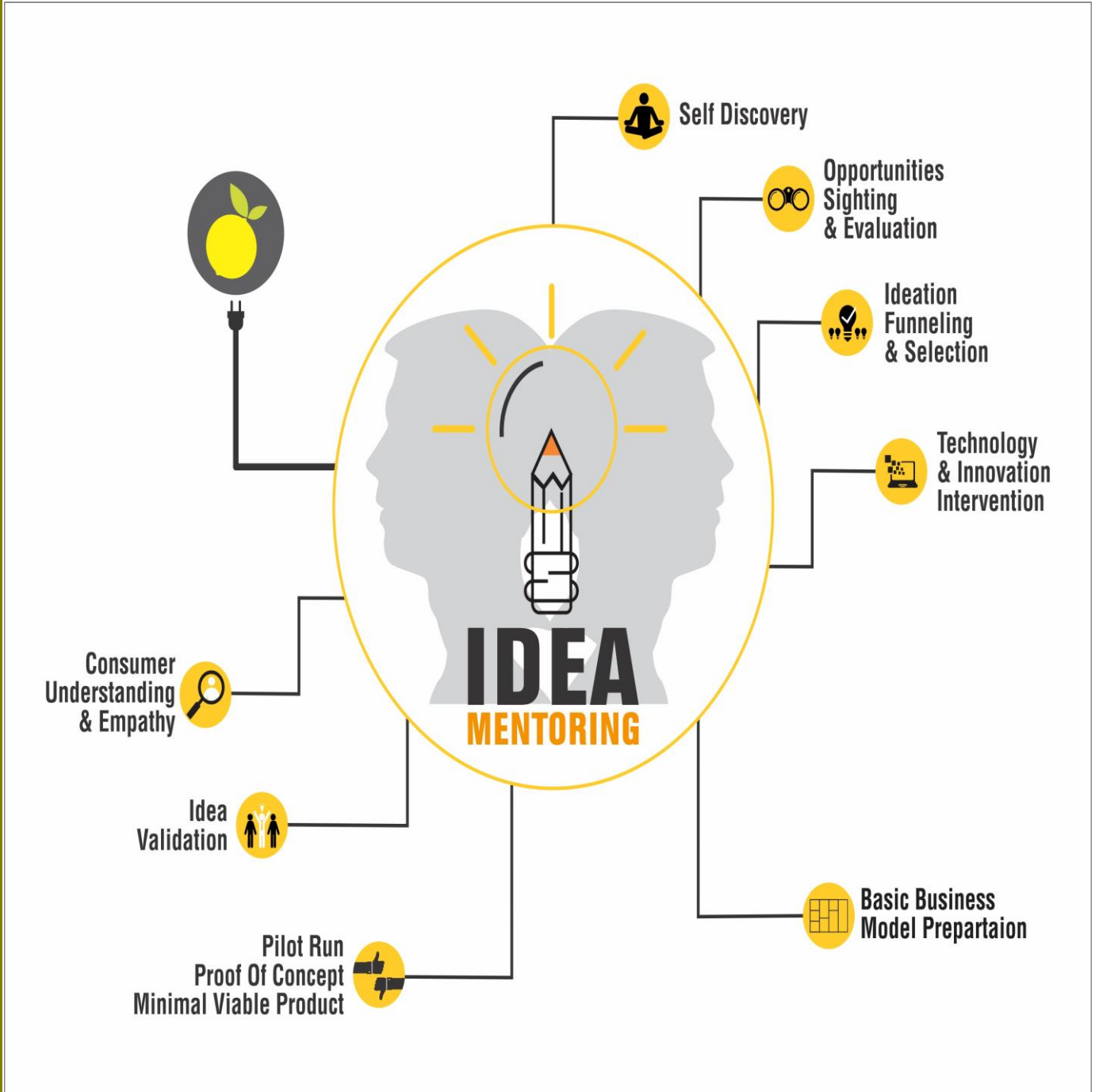
- Select the best Idea as per individual's set of attributes and opportunity
- Validate an idea as per funnel selection parameters
- Conduct critical analysis of a start-up idea or venture concept
- Get validation of idea for business venture and commercialization
- Technology and Innovation intervention
- Conduct a consumer understanding and empathy for an Idea/Concept
- Understand the feasibility and support in preparing a basic business model
- Plan out the pilot run or POC (Proof of Concept) for idea (prototype) or MVP (Minimum Viable product) based on Lean Model

### **How it works:**

**Idea conceptualization & Planning** – Start-ups need to have a clear understanding of the strategic objectives of the enterprise and relate them to conceptualization of idea. The idea needs to align to the enterprise strategies and should differentiate with other similar competitive offerings. Lemon helps start-up in both to have a clear understanding of the strategic objectives and competitive positioning for the idea. LEMON expects some pivoting when it comes to “hunting the best idea”. This includes good research on previous ideas and start-ups.

**Real Life Immersion & Pilot Run** – Just a brilliant idea is not enough to build a successful venture. Lemon helps ideas to be taken to real life for the right validation and immersion with real environment and customers. All start-ups have to start with certain assumptions, the objective of a pilot phase is to test and validate some of these assumptions, so that the final go-to-market business plan can be adjusted on the basis of validated assumptions. The result is in form of better and validated idea. Lemon Mentors would help the candidate develop their prototype in the best possible way and collect the real life feedback during pilot run to help entrepreneurs decide the best approach for their start-up venture.

## Mentoring Stages



## Idea Mentoring (A) Stage 1 – Explore

**Objective** – Exploring own self and possibilities of Idea or fine-tune the selected idea

**Offerings** – Self Discovery, Understanding interests, Opportunity sighting, Ideation & Funneling, Design thinking, Mapping skills and abilities, Idea Selection , Intervention through Technology & Innovation

**Approach** – Cohort discussion and activity based

**Duration** –

- Estd. Mentorship/Intervention: 32 Hours
- Estimated self-work : 30 Hours
- Tenure: 3 months over fortnight schedule

**Output** –Shortlisted Ideas / concept (Up to 3) or Fine-tuned or Pivoted idea

**Description:**

**Self-Discovery:** Explore oneself to *becoming* aware of one's true potential, character, motives, etc. The self-discovery journey includes fear, confusion, misunderstanding, doubt and literally re-visiting all your choices in life. It is like to cleaning of the mind, your emotions and your surroundings. It requires making some tough decisions and sticking to them. How it helps in Entrepreneurship? A steel trader has a 'business'. A *sari* merchant has a 'business'. But an entrepreneur is one who defines his / her dreams and sets out in achieving it whole-heartedly. This is why entrepreneurship first begins within oneself. It starts out by honestly asking oneself – “What is the purpose of my life?”

**Opportunities sighting & Evaluation:** Where do entrepreneurs find their opportunities? The word 'entrepreneur' is derived from the French verb “entreprendre”. It means “to undertake.” Entrepreneur is one who always searches for change, respond to it and exploits it as an opportunity. Evaluation is the part to answer the W's and H.

**Ideation:** Funneling & selection: A formal processes involving gathering, sharing, analyzing and executing on ideas generated. It starts with boundary less imaginative ideation and then funneling of ideas as per applied boundary conditions and realistic parameters. Brainstorming sessions and other collaborative efforts are initiated to select the ideas to experiment with in Stage B.

**Intervention through Technology & Innovation:** Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or services (as per Peter Drucker). Learn more about technology as a driver and enabler of innovation. Innovation drives efficiency, productivity, and differentiation to fill a higher variety of needs. Examine the role of technology as a driver of competitive advantage and innovation in the idea /concept framework. Technology has a role to play in multiple dimensions of business.

## Idea Mentoring (B) Stage 2- Experiment

**Objective** – Engage, Analyze, Preparing Pilot-run plan and work out Implementation

**Offerings** – Idea Validation, Consumer Empathy, Lean Model, Planning and Feasibility, Real life immersion, feedback, Fine tuning of plan/concept (POC), Business modeling, and investment plan etc.

**Approach** – Field work, O3(One-on-One),Cohort

### Duration–

- Estd. Mentorship & intervention : 24 Hours
- Estimated self-work: 80-100 Hours
- Prototype Development : As per Idea
- Tenure: 3 months (may change as per idea/prototype)

**Output** – Feedback & Validation from potential customers, rejection – selection of Idea and broad business plan in case of idea selection. Opportunities for Pivot and Newer ideas

### Description:

Consumer understanding and empathy: Empathy—defined as “identification with and understanding of another's situation, feelings, and motives”—is key when it comes to delivering to the client /customer / end user of your product /services. Understanding consumer behavior will help you be more effective at marketing, design, product development, Service designing and every other initiative that impacts the customer.

A Proof of concept or Minimum Viable product: Plan out pilot run based on lean model (Field work).Proof of Concepts are a great way to validate marketability before you invest time, effort, and money on coding or manufacturing or servicing your great idea, you need to validate the assumption that people actually want your product. Minimum Viable Products (MVP), is the most minimal form of the complete solution. MVP allows to learn to target customers react to the product, before investing lots of money building something that is not needed .Launching an MVP is a way to validate that the solution under building is the solution consumer wants.

Idea Validation: Idea validation is the process of testing and validating the idea prior to commercialization and launching of business name, tag line, product, service or website. The entire purpose is to expose the idea to the target audience before the build and release the final product / service.

Understand feasibility in preparing a basic business model with venture planning: A feasibility study is an analysis of the viability of an idea through a disciplined and documented process of thinking through the idea from its logical beginning to its logical end. The feasibility analysis support and help in preparing the business model and venture planning for the identifying , allocating and using the available resources to achieve the end objective. Based on outcome and feedback during Pilot and experimentation, A robust Business model needs to be created based on canvas approach. This is where a good level clarity comes in terms of costs, revenue, marketing and Value proposition

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## Fees

Idea Mentoring (A) for 3 months is INR 35,000/- + Taxes

Idea Mentoring (B) for 3 months is INR 45,000/- + Taxes

\* O3 mentoring to be facilitated via In person /Tele-con /Skype/Email

## Responsibilities of Mentees:

To be involved in a mentoring relationship is a privilege for both and as a result it is important to be gracious and thoughtful towards each other. When unclear about what to do or how to act, please seek guidance from the mentoring resources, or better yet, ask mentor. The gesture of asking conveys respect for what the Mentor - Mentee are working to accomplish.

- Eagerness to learn , admission
- Ability and willingness to work as a team player
- Patience and Be a risk taker
- Have a positive attitude and respects others
- Be responsible (i.e. show up on time or contact your mentor ASAP) and put forth your best effort
- Actively participate in your project tasks
- Be patient, open, and honest with your mentor
- Take initiative & expand on the information your mentor provides you (i.e. through additional readings, exercises)
- Provide ideas and suggestions
- Provide with information regarding presentations and publications as they arise
- Be self-motivated, but seek help to make sure you fully understand your need
- Be open to advice from your mentor

## Code of Conduct:

- Mentee should be particular about the timelines stated during the mentorship
- Monthly review of the performance would be done
- All communications to be directed via email
- Promptness in action expected from the mentee
- The schedule on day to day basis agreed upon should be strictly adhered by the mentee
- If meetings are scheduled by the mentee, LEMON should be informed 2-3 days prior to book the meeting rooms and other requirements
- Non-performance of any individual/team will give the right to Lemon Ideas to disqualify the individual/team from the mentoring and no refunds will be given in such situations.

## Lemon Overview:

Lemon Ideas ([www.lemonideas.in](http://www.lemonideas.in)) is on a mission “Innovation by EveryONE” and is working towards empowering talented individuals to convert their Ideas into Reality (Business Ventures). Lemon Ideas has become a known name in startup and entrepreneurship ecosystem over the years with its unique pedagogy and experimentation approach for real life entrepreneurs. It runs full time 'Global Program in Experiential Entrepreneurship and Innovation' GP-E2I through its unique initiative Lemon School of Entrepreneurship (LSE, [www.lemon-school.com](http://www.lemon-school.com)). LSE is a pioneer in designing unique learning pedagogies including ‘learning by doing’ and ‘learning through reflections’ for offering capability and skill building training-mentoring to

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budding entrepreneurs. Lemon is on a mission to nurture 1000 entrepreneurs and be part of 100 ventures creations by 2020 with a greater focus on building ecosystem in tier 2 and 3 cities.

Lemon offers various mentoring programs for ideas-startups and seasoned entrepreneurs with innovation and technology as key drivers. It also works with colleges and universities to build robust 'Innovation & Entrepreneurship' ecosystem (includes pre-Incubation consulting & experiential workshops). Lemon has pioneered 'Innopreneurs' ([www.innopreneurs.in](http://www.innopreneurs.in)) which is a National level platform for innovators & aspiring entrepreneurs to showcase their 'project ideas' and get recognized in the Ecosystem. There is Incubation, mentoring & angel funding opportunities to the participants / winners.

### **Lemon Mentors:**

#### **Deepak Menaria | Chief Idea Farmer**

Deepak is a passionate Creator, Executor and brings along multiple creations including Software Company, Social organization, various Initiatives, programs, movies and process models. His avid love for experimentation and taking offbeat paths filled with 'crazy' ideas has been a visible color in his self –made professional journey. His rich experience includes Managing Talent and People functions in IT industry. Before Lemon ideas, he has co-founded ONE Foundation and Lambent Technologies (Now Global Logic). He has mentored over 100 talented professionals over 15 years of professional journey and is currently mentoring 25+ start-ups. He is pioneer in experimenting with unique learning pedagogies of “learning By Doing”, “Learning through Reflections” and Experimentation.

#### **Nitin Gujarathi | Mentor-Technology**

Nitin has over two decades of experience in guiding & managing start-ups / established organizations in India and Asia Pacific region. He has executed engagements in industry domains such as Insurance, Financial Services, Information Technology, Software Services, ITeS / Business Process Outsourcing, IT Infrastructure, PC Manufacturing, Media, Publishing, Consumer products & Retail. He leads the mentoring and start-ups initiative at Lemon.

#### **Sanjay Arora | Mentor -Entrepreneurial Marketing**

Sanjay is CEO, Shells Advertising and Chairs the Entrepreneurial Marketing faculty at Lemon School of Entrepreneurship. Shells advertising is a highly professional, full service Advertising Agency with a proven track record of over 25 years in leveraging its strategic and creative abilities to build strong brands. Sanjay is a specialist in Strategic Brand Communications, Creative Concept Development & Writing for Campaigns, Brochures, e-Brochures, Presentations, Websites etc. He has been faculty for Brand Management at IMT and at Department of Business Management with more than over 13 years of teaching experience. He is a part of founding team at Lemon.

#### **Shatanand Pandit | Expert - Technology**

Shatanand Pandit has 16+ years of working experience and worked on various projects with comprehensive grasp in Design and development. He has the ability to design and implement projects in leadership role, ability to work within tight deadlines. He is extensively involved with Lemon technology start-ups by providing technical

consultancy to help them grow in all aspects from getting organized to deliver a quality product.

#### **Dr. Prabodh Yelne | Mentor - Self & Psychology**

Dr. Prabodh chairs the Self & Psychology faculty at Lemon School of Entrepreneurship. He is the Director of Institute of Psycho Management Studies. He is a Spiritual Psychotherapist and Founder of President of the Association of Counselors and Psychotherapists, Nagpur. He had stints at the Reserve Bank of India as a Consultant, Professional Counselor at Institute of Management Technology (IMT) & visiting faculty at Bhavan's College of Management and Department of Business Management. His vast experience and deeper understanding of human psyche has helped entrepreneurs (including LSE batch) discover themselves and get to the more awareness state.

#### **Ms. Poonam Menaria | Experts - Self Awareness**

Poonam Menaria is a self-awareness mentor at Lemon School of Entrepreneurship. She is a professional in the field of Counseling and Psychotherapy with specialization in Career, Relationship, Personal Counseling, Facilitation and Training. She is Director with Lighthouse People Services. Poonam is M.S. in Psychotherapy and Counseling, M. Sc. in counseling psychology, Master NLP Practitioner, USA, Advance TA practitioner and member of SAATA. She is keenly involved in experiential learning path with various Self learning processes and techniques that includes Vipassana Meditation, Spiritual Life Integration, Family Constellation workshop, certificate course in Yoga, Deepak Chopra Center meditation challenge, Gestalt processes etc.....



**Your Idea deserves a Chance!**

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