



ABOUT

SMRP

STARTUP MARKET READINESS PROGRAM



WHAT IS SMRP?

i2MF's Startup Market Readiness Program is a hands-on learning program for budding entrepreneurs and founders to expedite their journey from ideation to market fit. This Program has been developed by successful entrepreneurs and investors to meet your startup needs.

WHY ENROLL?



- You have been wanting to set up your own startup but don't know where and how to start.
- You have already tried setting up your business but are facing challenges and don't know how to overcome them.
- You want to take the optimized approach and unlock success rather than make common, avoidable mistakes that make most startups fail.
- You want expert guidance and support to make your entrepreneurial journey smoother, faster, and easier.

KEY BENEFITS

- An entrepreneurship program (Learning-by-doing)
- Test and validate your startup idea
- Helps to Identify and fix gaps
- Create a Minimum Viable Product (MVP)
- Guidance by industry Leaders & Mentors
- Identify target customers and segments



KEY BENEFITS

- Identify potential revenue streams
- Increase your user base and retain existing users
- Allows you to track the progress of each startup every step of the way
- Design a compelling business model from start to finish
- Provides tools & Insights to develop products the market wants



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