The Founder Mindset Lab.

Understanding the nuances of starting up

A Jointly Certified Program for Undergraduate Students of

CHRIST (Deemed to be University)

In Collaboration With

Fuski Ventures Private Limited

and

Rajendra Mishra School of Engineering Entrepreneurship (RMSoEE), IIT Kharagpur

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Sponsored by CHRIST (Deemed to be University), delivered through Fuski Ventures Pvt. Ltd. - no cost to participating students

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Positioning

This program is designed for undergraduate students across disciplines at CHRIST (Deemed to be University), most of whom will have no prior exposure to entrepreneurship. The objective is not to produce investor-ready ventures. The objective is to build an entrepreneurial mindset: opportunity recognition, structured problem framing, validated thinking, and the confidence to build and pitch an early-stage idea, delivered entirely online across a semester.

It is positioned as a co-certified addition to CHRIST's academic calendar, complementing rather than replacing existing coursework. Fuski designs and facilitates the journey, RMSoEE IIT Kharagpur lends ecosystem credibility and mentor access drawn from its own venture-building work with student founders, and the program is sponsored by CHRIST, delivered through Fuski, at no cost to enrolled students.

Why a Different Design

Fuski's existing venture-building program for RMSoEE IIT Kharagpur is built for students already mid-journey, with prototypes, deep field access, and in-person rooms. This audience is different in three ways, which is why the structure changes for this program:

- No assumed starting point. Most students will start from curiosity rather than an existing idea, so the program spends more time on mindset and opportunity recognition before problem framing begins.
- Field discovery, interviews, and market validation, and in-person fieldwork.
- Mindset over venture-readiness. Investor pitching is the capstone experience rather than the central premise. The deeper objective is to instil habits: validating before assuming, treating ideas as testable hypotheses, and getting comfortable putting work in front of others for critique.

Program Snapshot

Program title	The Founder Mindset Lab.
Audience	Undergraduate students at CHRIST (Deemed to be University), open across disciplines
Delivery mode	Fully online, live instructor-led sessions
Duration	One full semester (16-18 weeks)
Total sessions	18 sessions
Cadence	One session per week, with two consolidated weeks for the Field Discovery Sprint and Demo Day preparation
Certification	Joint certificate of completion issued by CHRIST, Fuski, and RMSoEE IIT Kharagpur
Commercial structure	Sponsored by CHRIST (Deemed to be University), with the program fee routed through Fuski Ventures Pvt. Ltd. as the design and delivery partner
End-state	Students leave with a tested early-stage idea, a basic venture case, and a pitch delivered at a Demo Day

Session Journey (18 Sessions)

Module 1: Problem and User Discovery (Sessions 1-4)

Teams move from spotting a problem worth solving to a specific problem statement, map the people affected by it, and run a discovery sprint to gather real-world evidence.

#	Session	Focus	Output
1	**Spotting the Opportunity**	A hands-on opening session that gets students noticing problems worth solving in everyday life, not just conventional startup problems. Sets the semester arc and certification requirements in passing, not as a standalone topic.	A list of 5-10 candidate problems
2	**Framing the Right Problem**	Moving from vague frustration to a specific, investigable problem statement.	First-draft problem statement
3	**Knowing the User, Online**	Mapping users and stakeholders; building interview guides suited to outreach.	Stakeholder map and interview guide
4	**Field Discovery Sprint**	A one-to-two week window between live sessions in which students conduct remote interviews and surveys with real users.	Primary research notes

Module 2: From Insight to Idea (Sessions 5-7)

Raw field evidence is converted into insight, and insight is converted into a first solution concept and value proposition.

#	Session	Focus	Output
5	**Making Sense of the Evidence**	Synthesising interview and survey data into patterns and signal.	Refined problem and user insight
6	**Shaping the Solution**	Generating and narrowing solution options against validated insight.	Solution concept
7	**Building the Value Proposition**	Connecting problem, solution, and value in plain, credible language.	A clear value proposition statement

Module 3: Market, Team, and Business Thinking (Sessions 8-12)

Students build foundational commercial reasoning: choosing a first market, understanding competition, mapping the buying journey, forming an initial pricing view, and working through the practicalities of building a founding team.

#	Session	Focus	Output
8	**Choosing a First Market**	Basic market sizing and segment focus, scaled for first-time founders.	A defined first market
9	**Knowing the Competition**	Mapping direct, indirect, and substitute competition.	Competition map and differentiation note
10	**How Customers Decide**	Buying journey basics: awareness, trust, friction, and adoption.	Buying journey map
11	**Pricing and Business Logic**	Introductory pricing thinking and basic revenue logic.	First pricing hypothesis
12	**Team Formation and Co-Founder Dynamics**	Practical guidance on building a founding team: role clarity, equity conversations, and managing disagreement early.	Team working agreement

Module 4: Building Toward a Pitch (Sessions 13-16)

Students pick up basic startup finance literacy, then connect all prior outputs into a coherent venture view and shape it into a pitch, tested through live peer and mentor review.

#	Session	Focus	Output
13	**Startup Finance and Fundraising Basics**	Introductory financial literacy for founders: basic unit economics, runway, and how early-stage fundraising works.	A simple cost and revenue sketch
14	**Putting the Venture Together**	Connecting all prior outputs into one coherent early-stage venture view.	One-page venture summary
15	**Telling the Story**	Pitch narrative and structure: investor-facing storytelling basics.	First pitch draft
16	**Mock Pitch and Peer Review**	Live practice pitches with structured peer and mentor feedback.	Revised pitch deck

Module 5: Capstone (Sessions 17-18)

The semester closes with a final mentor review and a Demo Day, giving students a real external-facing milestone and exposure to early-stage investor scrutiny.

#	Session	Focus	Output
17	**Mentor Review and Final Prep**	One-on-one or small-group mentor review before Demo Day.	Final pitch deck
18	**Demo Day**	Final pitches presented to a curated panel of mentors, alumni founders, and early-stage investors.	Certification and Demo Day recognition

Roles and Responsibilities

Fuski (Design and Delivery Partner)

- Designs and facilitates all 18 sessions online
- Provides templates: problem framing, interview guides, value proposition canvas, and pitch deck structure
- Coordinates mentor review touchpoints and Demo Day structuring
- Tracks student progress and prepares a program completion report
- Receives and administers the program funding from CHRIST to deliver the program at no cost to enrolled students

RMSoEE, IIT Kharagpur (Ecosystem and Credibility)

- Co-certifies the program alongside CHRIST and Fuski
- Provides access to mentors, alumni founders, or ecosystem stakeholders for Demo Day and mock review panels
- Lends institutional credibility consistent with its own venture-building work with student founders
- Participates in select review sessions where feasible

CHRIST (Deemed to be University): Institutional Anchor and Sponsor

- Identifies and enrols the participating undergraduate cohort
- Provides a program coordinator for scheduling and academic alignment
- Supports student attendance and engagement expectations across the semester
- Hosts the infrastructure or coordinates with Fuski on platform choice
- Sponsors the program, funding facilitation, mentor honoraria, platform costs, and certification through Fuski Ventures Pvt. Ltd., at no cost to participating students

Evaluation and Certification Criteria

Certification requires both attendance and demonstrated engagement, not pitch polish alone. The evaluation approach is deliberately lighter than RMSoEE's investor-readiness rubric, since this is a mindset-building program rather than a venture-readiness gate.

- Minimum attendance threshold across the 18 sessions (suggested: 80%)
- Completion of the Field Discovery Sprint with submitted research notes
- Submission of the one-page venture summary (Session 14)
- Active participation in the Mock Pitch (Session 16)
- Final pitch delivered at the Demo Day (Session 18)

What Students Should Be Ready For by the End

By the end of the semester, student teams should be in a stronger position to:

- Recognise and frame problems worth solving, grounded in real user evidence rather than assumption
- Apply basic market, competition, and pricing thinking to an early-stage idea
- Build and deliver a clear, defensible pitch to an external audience
- Decide, with more clarity, whether and how to pursue the idea further through incubation, deeper validation, or continued coursework

The intended outcome is not that every student leaves ready to found a company. The intended outcome is that each participant leaves with a working entrepreneurial mindset, hands-on exposure to validated thinking, and a credential jointly recognised by CHRIST, Fuski, and RMSoEE IIT Kharagpur.

Speaker Profiles

Abhinav Dubey brings together solid tech experience and a sharp eye for building products that solve real problems. With a background in computer science and an MBA from Oxford, he has worked across deep tech domains, including semiconductors and IoT, at companies such as AMD and Honeywell. More importantly, he has been in the founder's seat before, building and successfully exiting ventures, which gives him a practical understanding of what it takes to turn an idea into a functioning business. At Fuski, Abhinav drives the product roadmap and tech strategy, ensuring the platform isn't just smart under the hood, but also intuitive for users. His ability to balance long-term vision with short-term execution makes him a steady hand at the helm.

Saumyajit Guha has spent years at the intersection of education, startups, and funding. With close to two decades of experience and an MBA from Exeter, he's advised and managed investments in dozens of early-stage companies during his tenure with Calcutta Angels Network, PadUp and Vinners and helped build innovation programs at institutions like IIT Kharagpur and IIM Calcutta. Saumyajit brings that network and know-how to Fuski, shaping its go-to-market strategy and building trusted relationships with academic and corporate partners. He's also responsible for ensuring the business side of things, revenue, partnerships, and scaling, keeping pace with the product and vision.

Sridhar Subramanian is an accomplished finance leader with strong credentials (CA, IFRS diploma). Leveraging over two decades of corporate experience, he plays a central role at **Startup Movers** as Co-Founder and Bengaluru Head. In this capacity, he drives deep engagement with startups in both Bengaluru and Chennai, leveraging his strategic financial expertise across compliance, taxation, virtual CFO services, and broader startup advisory services.