Spinta global accelerator

Institute of PRODUCT LEADERSHIP

GET FROM IDEA TO
MVP IN 12 SHORT WEEKS

WITH HANDS-ON LEARNING, COACHING AND INFRASTRUCTURE SUPPORT FROM SPARK!

A Minimum Viable Product (MVP) - we call it a Minimum Loveable Product - is the product launched with the right set of minimum features to test customer acceptance. Getting to the right MVP is a science and an art - done well, you could be on your way to launching a blockbuster product. Else, you will sit on the ashes of yet another failure.

Enter **Spark** - Silicon Valley certification program in Product Innovation Management - a joint program launched by the Institute of Product Leadership and Spinta Global Accelerator, Spark aims to provide the hands-on learning, infrastructure and coaching necessary for start-up teams and entrepreneurs to take their idea to MVP in 12 short weeks.

Program to take product idea or early state product to solid Minimum Loveable Product

Structured, hands-on learning on how to reduce customer and market risk while launching your product

Cross-border/Global networking and coaching with Silicon Valley mentors and coaches

Access Engineering/ Development Resources(120 hours for individuals, 200 hours for startup teams)

Immersion in Silicon Valley and visits to Google, Facebook, Uber and Sandhill VCs [optional]

Learn systematically about en-trepreneurship and innovation while you build your idea

Shared access to AWS cloud hosting credits worth of $5K available with Spinta portfolio companies for selected start-ups for SPARK program

Discounted rates on co-working spaces at Silicon Valley, Banga-lore, Mumbai, New York and other locations

Special access and discounts to hackathons, industry mixers, meetups, demo days and other partner events

SPARK COULD JUST BE THE RIGHT PROGRAM TO HELP YOU LAUNCH YOUR PRODUCT.

Spark is a 12-week program aimed at startup founder teams (of up to 3 people), entrepreneurs and corporate professionals with a product idea. The program provides hands-on learning, coaching from Silicon Valley mentors and infrastructure support to get your idea off the ground.

🚀 LEARNING PROGRAM OUTLINE

- Productizing Frameworks
- Business Models
- Creativity/Ideation
- Design Thinking
- Customer Discovery
- Customer Personas
- Value Proposition Design
- Minimum Viable Product
- Target Market Segmentation & Marketing Sizing

- Presentation Zen
- Storytelling for Business
- Digital Marketing
- Customer Acquisition & Activation
- Go to market
- Channels & Sales
- Partners
- Financial Planning & Analysis
- Revenues & Costs

🚀 PROGRAM FEES

1 PERSON	STARTUP TEAM (UP TO 3 MEMBERS)
$5,000	**$9,000**
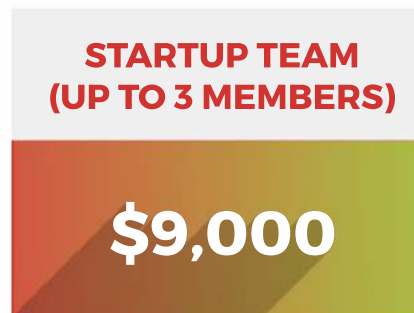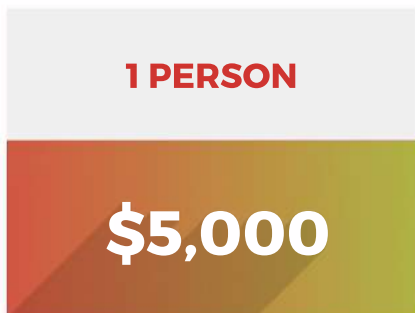
For the optional Silicon Valley immersion: Travel, boarding and F&B costs for one week are borne by the participant(s)

🚀 TO LEARN MORE AND TO APPLY

www.productleadership.com/programs/
startup-accelerator-program/

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