

# STARTUP SCHOOL COURSE SYLLABUS



## Module 1: Starting Up

**What Makes a Startup:** Learn what truly defines a startup — beyond just having a new business idea.

**Discovering Business Ideas:** Find startup ideas that solve real problems and excite you.

**Validating Your Idea:** Test whether your idea has demand before investing too much time or money.

**Understanding Your Market:** Study your target market's size, trends, and opportunities.

**Building a Business Model:** Plan how your startup will create, deliver, and capture value.

**Knowing Your Customers:** Understand who your ideal customers are and what drives their decisions.

**Vision and Mission:** Craft a strong startup vision and mission to guide your journey.

**Naming Your Startup:** Pick a name that's memorable, meaningful, and legally safe.

**Startup Mistakes to Avoid:** Avoid common early-stage mistakes that kill most startups.

**Business Model Canvas:** Use a 1-page tool to map your business model clearly and quickly.

**Minimum Viable Product (MVP):** Build the simplest version of your product to test and learn fast.

**Finding Co-Founders:** Find partners who complement your skills and share your passion.

**Startup Ecosystem Overview:** Explore the support systems available for founders in Nepal.

**Creating Your USP:** Stand out by defining what makes your startup uniquely valuable.



## Module 2: Make it Legal

**Types of Business Entities:** Learn the legal structures available for startups — from sole prop to Pvt. Ltd.

**Company Registration Process:** Step-by-step guide to registering your company in Nepal.

**PAN and VAT Registration:** Understand when and how to register for PAN and VAT in Nepal.

**Licenses and Approvals:** Know the licenses required to legally operate your specific business.

**Trademark and Brand Registration:** Protect your brand legally by registering your name, logo, or slogan.

**Directors and Shareholders:** Clarify roles, rights, and responsibilities in your company structure.

**Startup's Capital Structure:** Learn how to divide ownership through shares and capital allocation.

**Modifications and Amendments:** Know how to update legal documents if your company details change.

**Business Compliance:** Stay on the right side of the law with ongoing compliance requirements.

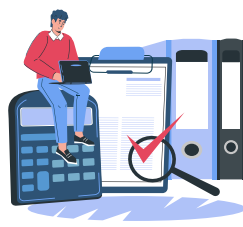
**Legal Do's and Don'ts:** Avoid common legal mistakes that cost startups time and money.

**Government Bodies you should know:** Identify key offices like OCR, IRD, and IP Office for startup procedures.

**Founders' Agreement:** Set expectations early with a clear, written agreement between founders.

**Employee Agreement Essentials:** Draft simple, protective contracts when hiring your first team.

**Rental/Lease Agreement:** Understand lease terms before renting a workspace for your startup.



## Module 3: Startup Accounting

### Why Accounting Matters for

**Startups:** Learn how accounting helps you track growth, avoid errors, and make smarter decisions.

### Accounting Terms Founders Should

**Know:** Understand basic financial terms like revenue, expenses, assets, and profit.

**How Accounting Really Works:** See how money flows through your business — from transactions to reports.

### Introduction to Accounting Software:

Explore tools like QuickBooks, Tally, and Wave used for startup bookkeeping.

**Managing Invoices:** Learn to create valid invoices in the correct format and send them professionally.

### Business Transactions for

**Entrepreneurs:** Record and categorize your income and expenses the right way.

### Stock Purchase vs. Capital

**Purchase:** Know the difference between buying stock and investing in assets.

### Understanding Payroll Process:

Learn how to calculate and record staff salaries, taxes, and benefits.

**Cash and Book Handling:** Manage cash properly and maintain organized accounting records.

### Understanding Financial

**Statements:** Read and analyze your profit/loss, balance sheet, and cash flow.

### Year-End Accounting Closure:

Close your books at the end of the fiscal year without errors.

**Key Financial Ratios:** Use ratios to understand profitability, efficiency, and liquidity.

### Common Accounting Errors:

Avoid mistakes that can mess up your financial records and decisions.

### Managing Receivables and

**Payables:** Keep track of what you owe and what others owe you.



## Module 4: Startup Taxation

**Tax System in Nepal:** Understand how Nepal's tax system works for businesses and startups.

**Understanding Income Tax:** Learn how business income is taxed and how to calculate taxable income.

**TDS (Including Foreign Payments):** Know when to deduct tax at source — even on international payments.

**Basics of VAT:** Grasp how VAT works, when to register, and how to file returns.

**Return Filing and Penalties:** Avoid penalties by learning how and when to file your tax returns.

**Available Tax Incentives:** Explore tax discounts and benefits available for startups and SMEs.

**Tax Assessment:** Learn how to assess your tax and determine the applicable rates.

**Audit Requirements:** Learn when audits are mandatory and what documents to prepare.

**Common Tax Mistakes:** Avoid tax related errors that could lead to fines or legal issues.

**Employee Tax Obligations (SST & TDS):** Handle your team's tax responsibilities like Social Security Tax and TDS.



## Module 5: Managing Finance

### Startup Costs and Capital

**Needs:** Understand the types of costs you'll face when starting a business.

**Bootstrapping Your Startup:** Learn what it means to self-fund a startup and when it's practical.

**Equity vs. Debt Financing:** Know the difference between raising funds through loans or ownership.

**Business Loans in Nepal:** Get familiar with how business loans work and what banks require.

**Financial Forecasting and Projections:** Learn how to make financial projections and why startups need them.

**Working Capital Management:** Understand how businesses manage short-term cash and resources.

### Introduction to Angel

**Investment:** Discover who angel investors are and how they typically support startups.

### Understanding Venture Capital:

Get an overview of how VC firms fund startups and what they expect.

### Government Grants and

**Subsidies:** Know what types of financial support may be available for startups.

**Startup Valuation:** Learn the basics of how a startup's value is estimated.

### Equity Dilution Explained:

Understand what equity dilution means when you bring in outside funding.



## Module 6: Marketing Practicals

### **Introduction to Startup Marketing:**

Understand what startup marketing means and how it's different from traditional marketing.

**Building Brand Identity:** Learn what makes a brand memorable — from logos to tone of voice.

**Digital Marketing Strategy:** Explore how startups use online channels to reach and convert customers.

**Creating a Startup Website:** Know what a basic startup website should include and why it matters.

**Social Media Presence:** Understand the role of social media in building visibility and trust.

**What Is Content Marketing?:** Learn how startups attract attention using valuable content.

**Running Paid Advertisement:** Get familiar with online ads, targeting, and how startups use paid reach.

### **What Is Email Marketing?:**

Understand how startups use email to nurture and convert leads.

**SEO Marketing Basics:** Learn the fundamentals of getting found on Google through SEO.

**Influencer Marketing Overview:** Explore how startups collaborate with creators to build awareness.

**Community Building:** See how startups grow loyal communities around their brand.

**Collaborations and Partnerships:** Understand the value of teaming up with others to grow faster.

**Real Marketing Case Studies:** Learn from real examples of how startups in Nepal marketed successfully.



## Module7: Management Practicals

### **Founder's Managerial Role:**

Understand the leadership and decision-making responsibilities of a founder.

**Time Management:** Learn how founders can prioritize tasks and manage time effectively.

**Operational Management:** Explore how startups manage day-to-day operations efficiently.

**Human Resource Management:** Know the basics of hiring, retaining, and managing a startup team.

**Financial Management:** Understand how startups track, plan, and control their finances.

**IT Management:** Get familiar with how startups manage their technology and data.

**Marketing Management:** Learn how marketing activities are organized and measured in a startup.

### **Supply Chain Management:**

Understand how goods and services move from suppliers to customers.

**Legal management:** Know how startups handle contracts, compliance, and legal risks.

**Strategic management:** Explore how startups set goals and make long-term plans.

**Customer relationship management:** Learn how startups build and maintain strong customer connections.

**Learning Management:** Understand how startups promote internal learning and growth.

**Performance Management:** Learn how startups evaluate and improve team performance.

**Sales Management:** Explore how startups manage their sales process and team.



## **Business Development**

**Management:** Understand how startups grow through partnerships and market expansion.

## **Administrative Management:**

Know how startups handle paperwork, scheduling, and office systems.

**Risk Management:** Understand how startups identify and prepare for business risks.

## **Public Relations Management:**

Learn how startups manage their public image and media presence.

**Capital Management:** Explore how startups manage funding, spending, and reserves.

**Project Management:** Learn how to plan and execute startup projects with focus and clarity.

## **What we deliver:**

- ✓ Clear concepts on all 7 modules of the Startup School.
- ✓ Practical templates regularly used in your startups.


## **How we deliver:**


- ✓ 3 live Zoom sessions/week
- ✓ 1-year access to materials
- ✓ Option to enroll in different modules separately.

## **Class Details:**


 **Duration:** 3 Months

 **Starts from:** Bhadra 12th

 **Classes:** Sun, Tues & Thursday


 **Time:** 8:00PM - 9:30PM [EVE]

 **Access on:** 1  & 1 

 **Fee (Complete):** 20,000 ~~35,000~~

 **Fee (Per Module):** 4,000 ~~5,000~~

 **VALID FOR FIRST 20 ONLY**

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