

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:

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

Accounting Terms Founders Should Know:

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:

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

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:

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.



Module 7: 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**

 **Explore Course:**

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