DIGITAL AKASH · WORKSHOP

Entrepreneurship Workshop

Idea validation · Customers · Business model · Pricing · Go-to-market · Pitch

www.digitalakash.in

6 Hrs
WORKSHOP DURATION

6 Hrs	5	100	100%
One-day workshop	Sessions	Participants per batch	Get a certificate

Why This Entrepreneurship Workshop?

Many students have ideas; few know how to test them. This session takes an idea to a first paying customer — validating demand, shaping an offer and using digital marketing for the first sales.

01
Idea to validated plan
Pick a real problem, talk to customers, test demand first.

02
Fuel for your E-Cell
A pipeline of ideas for competitions, hackathons and incubation.

03
Leadership and problem-solving
Skills every employer looks for, built through team exercises.

04
Lean, low-budget methods
Landing pages, social proof and pre-sales to try the same week.

05
Confident pitching
Practise a short pitch with feedback on story, numbers and ask.

06
Funding and support awareness
Incubators, startup schemes and next steps after college.

What Participants Take Away

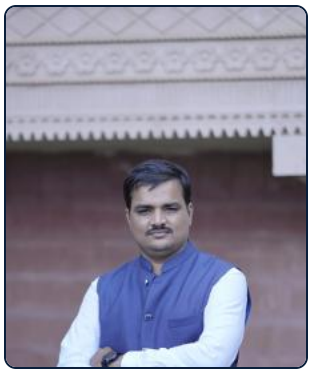
- ✓ **Idea validation** — test demand before investing time and money
- ✓ **Customer discovery** — find and interview the people most likely to buy
- ✓ **Business model basics** — lean canvas, pricing and unit economics
- ✓ **Offer and pricing** — package what you sell so customers say yes
- ✓ **Marketing on a budget** — social media, WhatsApp and Google
- ✓ **AI for founders** — research, content and planning with AI
- ✓ **Ready-made toolkit** — lean canvas, script, 90-day checklist
- ✓ **Participation certificate** — for every participant

Why entrepreneurship skill is needed?

Spotting a problem and building a solution is valuable everywhere. Entrepreneurial thinking builds ownership, leadership and problem-solving — whether students start a business or join one.

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Meet Your Trainer



Akash Tonasalli

SEO & Digital Marketing Consultant · Founder, Digisnare Technologies LLP

Digital Marketing Consultant, SEO Strategist and Corporate Trainer. For over 12 years he has helped start-ups, brands and educational institutions grow online — and has run entrepreneurship workshops at Surana College, Sharnbasva University, Vivekanand Institute of Management and more. His mentor-led classes are built on live websites and real tools, with placement support for students.

12+	150+	5,000+	500+
Years experience	Projects delivered	Students trained	Workshops

Google Ads · GA4 · GTM · HubSpot certified | Entrepreneurship | Digital Go-to-Market | Bengaluru

Who Should Attend

01 Students with a business idea
Test it and find your first customer.

02 Aspiring entrepreneurs
Learn a practical path from idea to sales.

03 Small business owners
Sharpen your offer, pricing and marketing.

04 Incubation and E-Cell members
Run better programmes and competitions.

05 Startup competition teams
Strengthen your idea and your pitch.

06 Faculty and E-Cell coordinators
Bring practical entrepreneurship to campus.

Workshop Agenda

Session	Focus	Time
1	Entrepreneurial Mindset	60 min
2	Validate Your Idea	90 min
3	Business Model and Pricing	60 min
4	Digital Go-to-Market	90 min
5	Pitch and Action Plan	60 min
	5 sessions · live hands-on	**180 min**

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SESSION 01 Entrepreneurial Mindset — 60 min

1.1	What early-stage founders get right and wrong	1.2	Spotting real problems worth solving
1.3	Ownership, leadership and decision-making	1.4	Learning from failure and feedback
1.5	Team exercise: idea generation	1.6	Real examples from small businesses

SESSION 02 Validate Your Idea — 90 min

2.1	Choosing a real problem and target customer	2.2	Customer discovery and who to talk to
2.3	Customer interview script and questions	2.4	Quick, low-cost demand tests
2.5	Landing pages and pre-sales tests	2.6	Reading results: pivot or proceed
2.7	Using AI tools for market research		

SESSION 03 Business Model and Pricing — 60 min

3.1	Lean canvas walkthrough	3.2	Value proposition and customer segments
3.3	Revenue streams and cost structure	3.4	Pricing exercise and packaging an offer
3.5	Unit economics made simple	3.6	Complete a lean canvas for your idea

SESSION 04 Digital Go-to-Market — 90 min

4.1	Low-cost channels to win the first customers	4.2	Social media and WhatsApp marketing
4.3	Google Business Profile and local search	4.4	Building social proof and testimonials
4.5	Pre-sales and first-customer offers	4.6	AI tools for content and planning
4.7	90-day go-to-market checklist		

SESSION 05 Pitch and Action Plan — 60 min

5.1	Structuring a short pitch: story, numbers, ask	5.2	Pitch practice with feedback
5.3	Incubators, startup schemes and funding awareness	5.4	Next steps after college
5.5	Personal action plan and certificate distribution		

Workshop formats: college workshops for E-Cells, incubation centres and entrepreneurship weeks · corporate training · open public batches. Delivered on-site across India or live online (Zoom / Google Meet), for up to 100 participants, as a half-day, full-day or two-day session. No business idea needed — sample ideas are provided. Every participant receives a Digital Akash participation certificate.

Recent Entrepreneurship Workshops

Sessions delivered for colleges, universities and E-Cells across Karnataka.



Vivekanand Institute of Management, Kalaburagi
Aug 2024 · 95 participants



Surana College, Bengaluru
Jun 2024 · 70 participants



Sharnbasva University, Kalaburagi
Apr 2025 · 110 participants

For E-Cells

Designed to fit entrepreneurship weeks and incubation programmes — and to build a pipeline of student ideas for startup competitions and hackathons.

TOOLS

Tools Used in the Workshop

Used live in every session

Free and low-cost tools to test an idea and win the first customers.

- ChatGPT
- Canva
- Google Forms (surveys)
- Google Sheets
- WhatsApp Business
- Google Business Profile
- Meta Business Suite
- Google Trends

After the workshop: your next 90 days

1. **Validate**
   Talk to 10 potential customers this week using the interview script.
2. **Build**
   Create a simple landing page or WhatsApp catalogue for your offer.
3. **Sell**
   Run a pre-sale or pilot to win your first paying customer.
4. **Support**
   Explore your college incubation centre, startup competitions and government startup schemes.

> The way to get started is to quit talking and begin doing.
>
> — Walt Disney · Turn your idea into your first sale

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CONTACT AKASH

Book this workshop for your college or team

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