

ADD SOME
BUSINESS
TO YOUR IDEAS
STANFORD IGNITE-BANGALORE





WHAT IS STANFORD IGNITE?

INNOVATION AND ENTREPRENEURSHIP PART-TIME CERTIFICATE PROGRAM

- Teaches innovators and aspiring entrepreneurs to formulate, develop, and commercialize their ideas

STANFORD ACADEMIC EXPERIENCE

- Offered by Stanford Graduate School of Business (GSB)
- Taught by the same prominent faculty that teach in the Stanford MBA program

FACULTY DIRECTOR STANFORD IGNITE-BANGALORE: Professor James M. Lattin



PROFESSOR JAMES M. LATTIN

- Robert A. Magowan Professor of Marketing
- Award-winning faculty member
- Researcher and publisher
- At Stanford University since 1983

“Entrepreneurs need to do a lot of things; coming up with a new idea to address a problem or market inefficiency is only one of them. Successful entrepreneurship requires an understanding of how to create a fit between the proposed solution and its intended target customer. It requires strategic thinking about the nature of the opportunity, an ability to learn from and adapt to the market, and an appreciation for the importance of execution. These are the things we focus on in the Stanford Ignite program.”

James M. Lattin
Stanford Ignite-Bangalore Faculty Director and Professor of Marketing

WHO IS IGNITE FOR?

STEM PROFESSIONALS WITHOUT
A GRADUATE BUSINESS DEGREE

MASTERS, PHD, OR POST-DOCTORAL
STUDENTS IN NON-BUSINESS FIELDS

WORKING
PROFESSIONALS

“ At Stanford Ignite, we are trying to make entrepreneurs aware of the whole process they need to go through, right from the idea stage to launching a viable commercial venture.”

James M. Lattin
Stanford Ignite–Bangalore Faculty Director and Professor of Marketing



ULTIMATELY, WE ARE LOOKING FOR LEADERS IN THEIR
FIELD WHO ARE INSPIRED TO MAKE IMPACT AND CHANGE

WHAT DO IGNITERS LEARN?

RIGOROUS ACADEMIC INSTRUCTION

- Fundamental **business skills**: marketing, operations, strategy, accounting, finance, economics, and business models
- **Advisory support** from Stanford GSB Professors

COLLABORATE AND DEVELOP PLANS

- Gain **applied skills** such as negotiation, teamwork, public speaking, feedback, and leadership
- Exchange ideas with a **diverse set of peers**
- Experience in-depth classes focused on **entrepreneurship and design-thinking**

PRESENT THE TEAM VENTURE PROJECT

- New venture ideas or in-company innovations are **voted on by participants**
- Teams create business models and **pitch to venture capitalists** and business leaders
- Presenters gain real, **constructive feedback** from a panel of business experts and venture capitalists

VISIT OUR **IGNITE-BANGALORE PROGRAM PAGE**
AND **[WATCH OUR VIDEO](#)** TO LEARN MORE



SUMMARY OF PROGRAM BENEFITS

ACADEMIC

- Learn fundamental business skills to speak the “language” of business

PRACTICAL

- Develop the skills and critical thinking needed for turning an idea into a viable business or corporate strategy

PERSONAL

- Gain public speaking and presentation skills
- Strengthen the art of teamwork and collaboration

PROFESSIONAL

- Join the Stanford Ignite and wider Stanford GSB networks
- Apply new skills towards starting a project or product line within an established company
- Gain tools and skills immediately applicable to current roles



**APPLY NEW SKILLS AND LEARNINGS
TOWARDS STARTING A BUSINESS, OR
WITHIN AN ESTABLISHED COMPANY**



WORK WITH PEERS FROM LEADING COMPANIES



PAST PARTICIPANT SPOTLIGHT: IGNITE-BANGALORE 2013



FAHAD AZAD

Cofounder Robosoft Systems India

ENTREPRENEURIAL EXPERIENCE

Fahad Azad is the Co-Founder of Robosoft Systems, a startup focused on the design, programming and production of air conditioner cleaning robots, educational robots and unmanned air vehicles. During our 2013 program, Fahad worked on a new initiative for his startup, an unmanned air vehicle that provides reliable and efficient wide area view and analysis of pest infestation, nutrition deficiency and crop yield. His startup won the Lean Startup Award at the Robot Launch 2014 Startup Competition held in Silicon Valley and was named one of the top 5 Robotics Startups at INNOROBO 2014.

“ Being part of the first Stanford Ignite program in Bangalore was a transformational experience for me. The Stanford Ignite course helped me better understand the consumer perspective in order to drive business in the right direction. The consumer feedback helped me simplify and convey the business objective in a very effective manner. Even though the course is over, I am still discovering and learning a lot from the professors and the lessons they taught.”

Fahad Azad, Ignite-Bangalore 2013



PAST PARTICIPANT SPOTLIGHT: IGNITE-BANGALORE 2013



NANDITA SHETTY

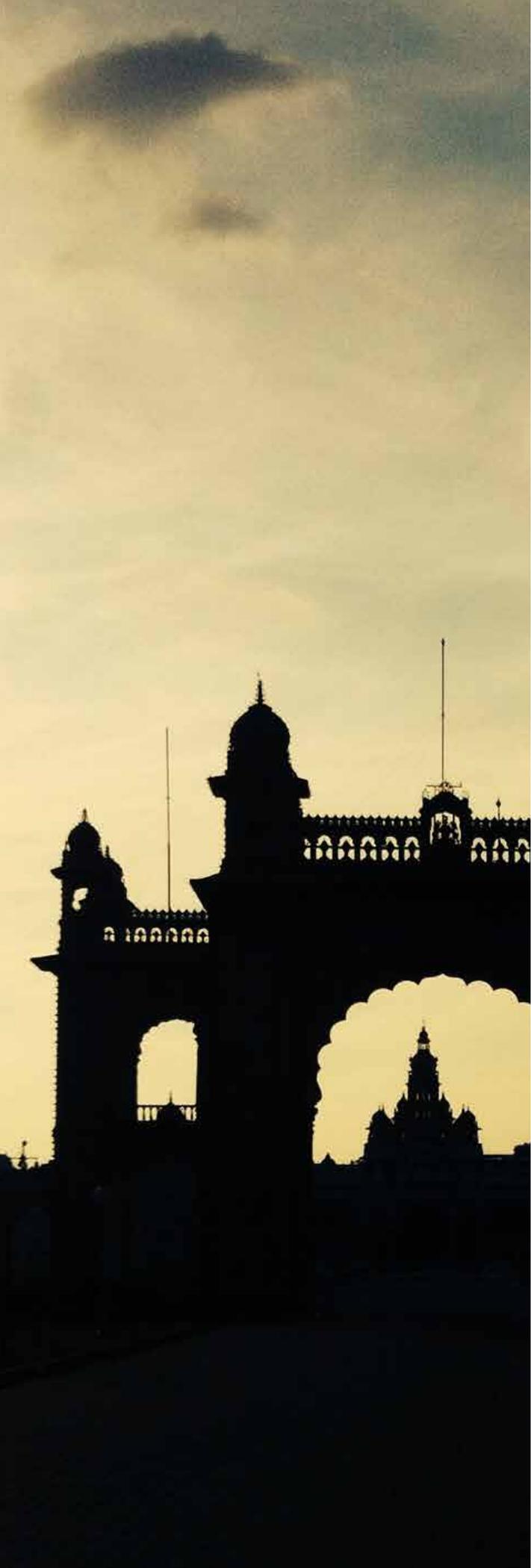
Cofounder and CEO of Flavour Labs

Nandita Shetty is the Cofounder of Flavour Labs, a startup pioneering the concept of fun dining in India via food trucks, which is a nascent space in India. After Nandita left her job as a Neuroimaging Research Engineer at Massachusetts General Hospital and Harvard Medical School to pursue her passion for food, she joined our 2013 Stanford Ignite cohort. Nandita pitched Flavour Labs as a project idea on the first day of the program and developed the venture with her team at Stanford Ignite. Subsequent to the program, Flavour Labs was successfully launched in Delhi.

“ Stanford Ignite gave me a wonderful opportunity to think afresh and constructively combine my multiple experiences. Having had a diverse exposure across cutting edge scientific research, the development sector as well as a startup environment, and being at a stage where I was trying to envision how I wanted to create an impact here on, I was able to relate to literally everything covered in the program.”

Nandita Shetty, Ignite-Bangalore 2013





STANFORD IGNITE: IN INDIA

ABOUT THE IGNITE PROGRAM IN BANGALORE

- Chosen as the first Ignite program outside of Stanford
- Offers an active and engaged Stanford alumni base that participates in the Ignite program as mentors, guest speakers, and panelists
- Ignite program managers work directly with local companies and HR directors to sponsor viable participants
- Enjoys a strong partnership with location host, Infosys

“ Education is at the core of our strategy to grow and transform in today’s pervasive digital world. Initially, we took a ‘Design Thinking’ approach while working with Stanford GSB to launch the Ignite Program at our Infosys Campus in Bangalore. Today, the program embodies the spirit of a great partnership and has amplified our inherent commitment to both learnability, a foundational value for Infosys established by our founder Mr. N.R. Narayana Murthy, and Design Thinking which our current CEO Dr. Vishal Sikka has implemented at Infosys. We are proud to work with Stanford GSB to extend the reach of Ignite and bring this great program to both India and the United Kingdom, where Infosys also serves as the location host.”

Vinod NG, Regional Manager and
Coordinator of Stanford Programs

WHAT DO PAST IGNITERS SAY?

“The highly impactful and effective learning from the Ignite program has provided me the key insights into core business concepts like finance, marketing, operations and other essential skills that I can now leverage to make more profound decisions about my organization’s future. I’m really thankful to Stanford for giving me this exposure.”

Abhisarika Das, Ignite-Bangalore 2013
Director, KLoc Technologies Pvt Ltd

“Stanford Ignite-Bangalore was a life changing experience. It helped me better understand how to identify a good venture idea, structure it well and execute it. Getting something like this done in a short span of nine weeks is truly phenomenal. It is an exceptional program that will provide you the right tools to go and conquer the world.”

Lokesh Bevara, Ignite-Bangalore 2013
Co-Founder & CEO Send Thru Me

“We came up with the Bangalore edition of the BlueBook and launched it right after the Ignite program. We are now in the process of launching a mobile app. The program has had a great influence on how we have shaped our business, even after the program.”

Varun Kumar Akula, Ignite-Bangalore 2014
Founder & Managing Director, The BlueBook



PROGRAM DETAILS AND APPLICATION PROCESS

SELECTIVE PROGRAM

Cohort size is capped at 50–60 for meaningful group interaction

APPLICATION DEADLINE

October 21, 2016

INTERVIEWS

Group interviews held via video conference

SCHEDULE

Only once per year: next time is January 20 to March 26, 2017

COST: \$8,500 USD

Once admitted, accepted participants can apply for one of four 50% tuition fellowships

DEMANDING WEEKEND SCHEDULE

Week 1: January 20 - 22

Week 2: January 27 - 29

OFF FEBRUARY 3-5

Week 3: February 10 - 12

Week 4: February 17 - 19

Week 5: February 24 - 26

OFF MARCH 3-5

Week 6: March 10 - 12

OFF MARCH 17-19

Week 7: March 24 - 26

COMPLETION

A certificate is awarded, subject to attendance standards and completion of program milestones; no grades or academic credit hours



APPLICATIONS AVAILABLE AT WWW.STANFORDIGNITEBANGALORE.COM



STANFORD IGNITE-BANGALORE: APPLICATION PROCESS

REQUIREMENTS FOR A COMPLETE APPLICATION:

- Online application, including resume and short essays
- Two letters of recommendation – choose references who can speak to innovation skills and entrepreneurial or intrapreneurial aspirations and ambitions

ELIGIBILITY:

- Minimum of a BA or BS (advanced degree preferred)
- Must not have formal graduate business training or extensive senior managerial experience

ANY QUESTIONS?

- Email Program Manager, Deborah Costa-Stone, at dcosta@stanford.edu



change lives. change organizations. change the world.

STANFORD GRADUATE
BUSINESS SCHOOL OF

Ignite – Bangalore

WWW.STANFORDIGNITEBANGALORE.COM