



**WALCHAND**  
ENGINEERING & INNOVATION COUNCIL  
An Initiative of Walchand College of Engineering

## **IDEA TO VENTURE CERTIFICATE PROGRAM**

4-Month Program for Transforming Your Idea into Market-Ready Ventures

### **Information Booklet**

(April 2026)

#### **Walchand Engineering and Innovation Council**

Walchand Engineering College  
Sangli Miraj Road, Vishrambag, Sangli, Maharashtra, India – 416415  
[www.walchandinnovations.org](http://www.walchandinnovations.org)



## **Creating Futures Together**

**Dedicated to fostering a robust ecosystem that supports entrepreneurs, startups, small businesses and communities to build impactful ventures.**

**WEIC is the engine for scaling ideas into impactful ventures. We provide end-to-end business incubation for startups, expert strategic planning and innovation services for small business, and knowledge partnerships to create socio-economic impact.**

**[www.walchandinnovations.org](http://www.walchandinnovations.org)**



## IDEA TO VENTURE CERTIFICATE PROGRAM

Transforming Your Idea into Market-Ready Ventures

### PROGRAM OVERVIEW

Globally, the landscape of innovation is undergoing an unprecedented convergence. Capital and technology are increasingly accessible; however, a vast reservoir of entrepreneurial potential remains trapped in the ideation phase, struggling to cross the critical "valley of death" into commercial viability. Often, brilliant technical minds act merely as the operational backend for existing enterprises, rather than the primary architects of localized wealth generation.

In light of these issues, building a successful startup requires more than just a disruptive idea; it requires a robust, engineered approach to business strategy, market validation, and capital readiness. Therefore, to address these risks and maximize business growth, the Walchand Engineering and Innovation Council (WEIC) presents the **Idea to Venture Certificate Program**.

This is not a traditional academic course. It is a highly collaborative 1-to-1 program designed to transform graduating students, fresh alumni, and emerging innovators into resilient startup founders.

**Together, we will build scalable, high-impact business ventures.**

**Format:** 18-Week Intensive Online Program (Commencing 1<sup>st</sup> June 2026)

**Certification:** Issued jointly by Walchand College of Engineering (IIE Cell) and WEIC.

**Outcome:** Transition your business idea to a market-validated, investor-ready enterprise.

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### The Core Focus of the Program: **The 3 Pillars of Venture Building**

1. **Opportunity Identification:** Pinpointing the market opportunity where your solution creates undeniable impact.
2. **Prototype Refinement & Market Validation:** Moving beyond theory and assumptions to secure real-world feedback and establish a market-validated product.
3. **Business Strategy Design:** Structuring a legally compliant, financially viable, and highly scalable operational framework.



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## WHAT COULD THIS WCE+WEIC CERTIFICATE DO FOR YOUR CAREER?

It is tangible proof that you possess the capacity to transition from theoretical engineering to commercial execution.

In a landscape crowded with academic credentials, this certificate signals to stakeholders, whether angel investors, corporate partners, or future co-founders, that you do not merely conceptualize ideas; you systematically de-risk them. It is evidence that you can navigate the complexities of market validation, architect viable business strategies, and drive meaningful economic throughput.

If you possess the technical raw material but are uncertain how to navigate the "valley of death," this program is your definitive vehicle for change. Rather than isolated academic modules, it brings together a highly curated convergence of deep-tech mentorship, compliance strategy, and capital readiness. It is explicitly designed to help you tackle the specific operational challenges that break early-stage founders, equipping you to build a resilient, scalable enterprise that matters right now.

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## WHY BUILD WITH US? THE LEGACY OF ENGINEERING EXCELLENCE

### Walchand College of Engineering (WCE)

You are not joining a pop-up incubator; you are joining a legacy. For over 75 years, WCE has stood as an uncompromising beacon of technical excellence. Our alumni have engineered critical infrastructure, pioneered industries, and shaped the economic landscape of this nation. This deep technical DNA ensures that your venture is validated against rigorous engineering standards, not just fleeting market hype.

(Visit: [www.walchandsangli.ac.in](http://www.walchandsangli.ac.in))

### Walchand Engineering and Innovation Council (WEIC)

WEIC is the specialized, agile innovation vehicle of WCE. We bridge the critical gap between academic ideation and commercial viability. Functioning as your ultimate "Testbed for Innovation," we provide access to state-of-the-art technical labs, deep-tech mentors, and a formidable network of High-Net-Worth Individuals who understand successful venture building.

(Visit: [www.walchandinnovations.org](http://www.walchandinnovations.org))



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## THE CURRICULUM: A PHASED APPROACH TO SCALE

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### Phase 1: The Foundation (Weeks 1–5)

#### *Evaluating the Idea and Sizing the Market*

Great ideas require strategic direction. In this phase, we dismantle your initial assumptions and rebuild them using robust market data.

- **Week 1–2:** Understanding Core Processes for Venture building.
- **Week 3–5:** Opportunity Definition, Developing the Value Proposition, and Market Assessment.

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### Phase 2: The Build (Weeks 6–10)

#### *Prototyping and Market Assessment*

Engineering a product that the market actually needs. We blend deep technical refinement with crucial operational knowledge for every idea.

- **Week 6:** Select Startup Case-Studies for strategic insights.
- **Week 6–10:** Iterative Lo-Fi Prototype Development and Refinement, Risk Assessment, Unit Economics, Profitability and Financial Modelling
- **Week 7–9 (Concurrent):** Rigorous Market Analysis and Validation, Building a Moat (Securing your status as a market-validated entity, not just a concept).
- **Week 7–8 (Concurrent):** Expert Sessions on Finance, Compliance, IPR Protection, Marketing, Communications, Sales, and Operations.

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### Phase 3: The Business Design (Weeks 11–15)

#### *Market Positioning and Strategy Design*

A business without a strategy is a liability; hence, this phase is dedicated to designing a robust strategy and operational system for business viability, profitability and scalability.

- **Week 11–13:** Formulating Market Positioning, GTM strategy and Sales Funnels, Defining the Value Proposition and Revenue model, Branding and Marketing Strategy, Operations and Distribution Strategy.
- **Week 13–15:** Prepare a 5-year Strategy Plan, Roadmap and Financial Model, Understanding the Term Sheet, Valuation Methods, Pitch Deck Design.

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### Phase 4: The Launchpad (Weeks 16–18)

#### *Launch Readiness and Pitch Execution*

Translating your hard work into a compelling narrative for stakeholders and angel investors.

- **Week 16–18:** Finalizing all Documentation, Promotional Media Content and Due Diligence Information Kit.
- **Week 18:** Final Review Panel Presentations to industry leaders and potential investors.



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## PROGRAM OUTCOMES

- Clear definition of the product/service being offered
- Go-to-market strategy
- 5-year roadmap
- Strategic business plan
- Marketing collaterals: Business summary, Website content, Social media content, Print format posters, brochures and flyers
- Business information kit: Business profile, Promoters', shareholders' and directors' profiles, Shareholders' agreement, Financial statements, shareholding records and compliance checks, Valuation assessment
- 5-year financial projections, capital requirement and utilisation plan

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## STARTUP INCUBATION BENEFITS

- Waiver of annual incubation charge for the current financial year
- Access to WEIC innovation hub and mentor network for the current financial year
- Opportunity to submit investment proposal to WEIC investors' network
- Extended support from WEIC for business development and supply chain setup
- Access (limited) to library, workshops and faculty members at Walchand College of Engineering
- **Course certification from Walchand College of Engineering**

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## PROGRAM DELIVERY ECOSYSTEM

We provide the strategic ecosystem necessary to survive the perilous early stages of venture building:

- **Intensive Group Coaching:** 10 highly focused sessions (2 hours each) driving collaborative learning.
- **Domain Expert Masterclasses:** 7 specialized modules led by industry veterans covering Finance, Compliance, IPR, Marketing, Communications, Sales, and Operations.
- **Founder Perspectives:** 4 exclusive sessions with successful startup founders sharing actionable, experiential learnings.
- **Individual Mentoring by Program Lead:** 8 one-on-one sessions (1 hour each) dedicated entirely to your specific business model.
- **Industry Integration:** 5 dedicated hours of direct industry mentoring for each startup to ensure market alignment.
- **Curated Templates:** All deliverables will be based on document templates and standards developed over years of experience and solid know-how.

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## PROGRAM LEAD

### Mr. Vikram Saraph

CEO & Director  
Walchand Engineering and Innovation Council

[Click here to visit LinkedIn profile](#)



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## THE SELECTION PROCESS

To maintain a high-throughput, deeply collaborative environment, admission is strictly limited to a **maximum of 15 startups** per cohort. We are seeking innovators driven by purpose and resilience.

1. **Application:** Submit your detailed online application outlining your technical concept and market ambition.
2. **Screening:** Internal evaluation by the WEIC incubation team to ensure a strong Program-Startup fit.
3. **The Interview:** If required, an online discussion with our panel will be planned to assess founder commitment and coachability.

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## PROGRAM FEES & ATTENDANCE

1. **Program Fee: Rs. 15,000/- (+ 18% GST, as applicable).**
2. Students of Walchand College of Engineering can apply for fee waiver or refund upto Rs. 5,000/-
3. **Refund Policy:** Fee is refundable, if the startup chooses to discontinue the program within 2 weeks after commencement.
4. **Mandatory Participation:** Founders must commit to attend **all** scheduled coaching and mentoring sessions (online/offline) for the entire duration of the program.

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## YOUR NEXT STEP

Ideas demand action. Do not just navigate the future; design it.

If you are ready to transform your technical expertise and ideas into a sustainable business venture, apply for the June 2026 Cohort today.

For more information, attend an orientation session [online](#).

**[Click here to register for orientation session](#)**

### Important dates

- Last date for submitting applications: 24<sup>th</sup> May 2026
- Program start date: 10<sup>th</sup> June 2026

### Who can apply?

- Individuals, group of founders, partnerships, non-profit organisations, LLPs, Companies
- Majority ownership must be Indian
- Registered address of business must be within India

**[Click here to apply for the program](#)**