

# PROFILE

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## ARTHUR GENIUS

“Shaping Future Leaders with Smart, Practical, and Global Business Education”.

[www.arthurgenius.com](http://www.arthurgenius.com)

# ABOUT US

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Arthur Genius – School of Business is a next-generation business institution founded with the vision to empower aspiring entrepreneurs, leaders, and professionals with real-world business knowledge, startup insights, and hands-on learning.

We believe in education that builds businesses — not just resumes. With a practical, no-fluff approach, Arthur Genius is built for doers, thinkers, and creators.



**BRINGING IDEAS TO LIFE  
AND FOSTERING  
INNOVATION THROUGH  
TECHNOLOGY.**

# STARTUP LAUNCH PROGRAM – CURRICULUM OVERVIEW

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Duration: 3 Months

Format: 2–3 Sessions per Week (Founders Hours + Mentorship)

Type: Hybrid (Live + Mentor Hours)

Outcome: Ready-to-launch Business / MVP / Go-to-Market Plan

## Month 1 – Foundation & Validation (Weeks 1–4)

1. Understanding the Startup Mindset & Founder Role
2. Problem Solving & Identifying the Right Market
3. Validating Your Idea with Real Customers
4. Building the Business Model (Lean Canvas & MVP)
5. Competitive Analysis & Positioning
6. Founders' Toolset: Google Suite, Notion, Canva, ChatGPT for Startups

## Month 2 – Build, Brand & Launch Prep (Weeks 5–8)

1. Branding Basics: Naming, Visual Identity, and Tone
2. Website, Landing Page & Basic Tech Stack Setup (No-Code Tools)
3. Digital Marketing 101: Organic + Paid Channels
4. Setting Up Operations: Payment, Fulfilment, CRM
5. Content Strategy + Influencer & Community Building
6. Building a Pre-Launch or Early Buyer List







## Month 3 – Go-to-Market & Scale Readiness (Weeks 9–12)

1. Sales Strategy & Pricing Models
2. Go-to-Market Plan Execution (Step-by-Step)
3. Fundamentals of Fundraising (Bootstrapping vs. Angel)
4. Pitch Deck Creation + Mock Pitching Sessions
5. Growth Hacking Experiments & Funnels
6. Launch Week Plan + Capstone Demo Day

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## Final Deliverables:


-  Validated Startup Idea
-  Business Model Canvas
-  Live Website or MVP
-  GTM Strategy (Go-to-Market)
-  Founder's Pitch Deck
-  Live Demo Day Presentation

## Key Features:

- Weekly Mentorship Calls
- Templates & Tools Access (PPTs, Docs, Decks)
- 1:1 Pitch Review + Branding Help
- Community Access + Peer Network
- Certificate of Completion

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