FOUNDATION FOR INNOVATION
AND TECHNOLOGY TRANSFER
Indian Institute of Technology Delhi

PRE-INCUBATION AND ENTREPRENEURSHIP LEVERAGING AI PROGRAM

FROM FITT, IIT DELHI

About FITT, IIT Delhi

The Foundation for Innovation and Technology Transfer (FITT) is the industry interface and technology transfer arm of the Indian Institute of Technology Delhi. Established in 1992, FITT works to translate cutting-edge academic research into real-world impact by enabling collaboration between IIT Delhi and industry, government, investors and entrepreneurs.

FITT supports the full innovation lifecycle. Its work spans intellectual property creation and licensing, research and development partnerships, consulting and skill development, and the incubation and acceleration of technology-driven startups. FITT also manages the Research and Innovation Park at IIT Delhi, which today hosts around 100 startups across sectors such as clean energy, mobility, defence, healthcare, AI and IoT, advanced materials, and digital technologies.

Over the years, FITT has enabled more than 2200 IIT Delhi ventures, built a portfolio of over 450 startups, and incubated more than 200 companies, including 50+ faculty-led startups. Through structured programmes covering ideation, validation, pilots, and acceleration, FITT connects innovators with funding agencies, corporates, investors, and global partners.

By bridging research and market needs, FITT plays a central role in strengthening India's deep-tech and innovation ecosystem.



Image: FITT Research and Innovation Park, IIT Delhi

Why Choose This Program?

- **Certificate*:** Receive a prestigious certificate from FITT, IIT Delhi, supported by entrepreneurship incubators
- **Interactive Learning Experience:** Gain invaluable insights from seasoned entrepreneurs and comprehensive case studies
- **Professional Networking Opportunities:** Acquire practical experience and forge valuable professional networking opportunities
- **Campus Immersion:** A 3 day campus immersion at the FITT, IIT Delhi campus for direct interaction with incubators and industry experts
- **Hands On Skill Development:** Gain practical skills using AI and advanced tools to build innovative startups

**70% Attendance Live + recorded and 40% marks*

What Will You Learn?

Master the end to end journey of launching a venture. Learn to validate high potential ideas, secure funding foundations, and leverage Generative AI and no code tools for unparalleled speed. Drive your entrepreneurial career forward with a robust portfolio built from intensive, hands on labs focused on building and launching a functional digital MVP. Build skills to secure your place as a high impact founder, ready to lead with market validated strategies and quickly scale your digital product in the AI driven era.

Toolkit



Program Details

Duration	Time Commitment	Certification
4 Months	10 hours per week	From FITT, IIT Delhi

Program Structure

Module 1: Starting Your Business

- Thinking Like a Business Owner
- Finding a Big Problem to Solve
- Making a Map of Your Business
- How to Talk to People About Your Idea
- Learning How Your Customer Feels
- Testing Interest with a Simple Website
- The Smallest Version That Works (MVP)
- Drawing the User's Path & Getting Feedback

Module 2: Tech & AI Tools

- AI Basics: Tokens & Prediction
- Prompt Engineering for Your Business
- Building the App & Database Basics
- Smart AI Tools for Presentation & Creatives
- Building a Task Tracker
- Sending Automatic Emails from Sheets

Module 3: Marketing & Launch

- The 5 Steps of a User (Customer Funnel)
- Social Media & Content with AI
- Your GTM (Go-To-Market) Strategy
- Your Big Opening Day Checklist

Module 4: Finance & Raising Money

- Finance Basics 1: Balance Sheets
- Finance Basics 2: Profit & Cash Flow
- Pricing, LTV & CAC (The Important Math)
- Types of Organizations: Public vs Private
- Your 10-Slide Deck & Pitching
- Where Does the Money Come From? (Funding Types)
- How to Actually Raise Funds
- Indian Startup Ecosystem & Government Schemes

Module 5: Laws & Protecting Your Idea, Leadership & Operations

- Protecting Your Name and Idea
- How to Know if You Are Winning (KPIs & Metrics)
- Running the Engine (Data & SOPs)
- People Management & Being a Leader

Module 6: Demo Day and Final Presentation

- Final Presentation & Future Plan

Our Instructors and Industry Mentors



Dr. Sidharth Balakrishna

Senior Advisor, BOD Consulting

Dr. Sidharth Balakrishna is a Senior Partner at BOD Consulting, India, where he leads strategy, innovation, and digital transformation initiatives across multiple sectors including media & entertainment, energy, infrastructure, and education. Previously, he has held senior leadership roles including Executive Board Director and Chief Strategy & Innovation Officer at the Essel Group (Zee), and strategy roles at Cairn India (Vedanta), KPMG, and Accenture. He holds an MBA from the Indian Institute of Management (IIM) Calcutta and an Economics degree (Hons) from Shri Ram College of Commerce (SRCC), Delhi University.



Dipinder Sekhon

Founder and CEO of iKITES , IIT Delhi

Dipinder is a technopreneur with over 20 years of experience in DeepTech, Artificial Intelligence and Computer Vision, with a strong focus on applying high-precision AI to healthcare. His work is driven by a clear purpose: maximising societal value through innovation, R&D, and scalable technology-led solutions.

He is the Founder and CEO of iKITES.ai, established in 2023, which is focusing on Ophthalmology AI (medical imaging, agentic AI), and advanced data analysis for ophthalmic conditions such as Cataract, Glaucoma, and AMD, enabling faster clinical trials, improved disease grading and annotation, and automation of clinical workflows.



Ankit Saxena

VP and Head of Investments, FITT IIT Delhi

Ankit Saxena is the Director of the DS Centre of Entrepreneurship at the Foundation for Innovation and Technology Transfer (FITT), Indian Institute of Technology Delhi (IIT Delhi), where he plays a key role in driving entrepreneurship, startup ecosystem development, and investment facilitation for early-stage ventures. Prior to his current role, he served as Head of Investments at the Startup Incubation and Innovation Centre (SIIC) at IIT Kanpur.

Onboarding Process

Submit Application
Complete application form to showcase your motivation and goals.

Complete Counselling
Only shortlisted candidates go through the counselling process.

Start Learning
Learn from India's top educators and stand out from the crowd.

Fees Structure

Application Fee (Non-Refundable)	**₹100**

	Option 1	Option 2
	Upfront	**EMI** (Through our NBFC partners)
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Remaining Program Fee (Non-Refundable)	₹76,000	₹14,567 x 6 months
Total Program Fee	₹80,000*	₹91,402*

*GST at 18% extra, as applicable

WhatsApp: +91 8792974750
Email: fittiitdprograms@masaischool.com