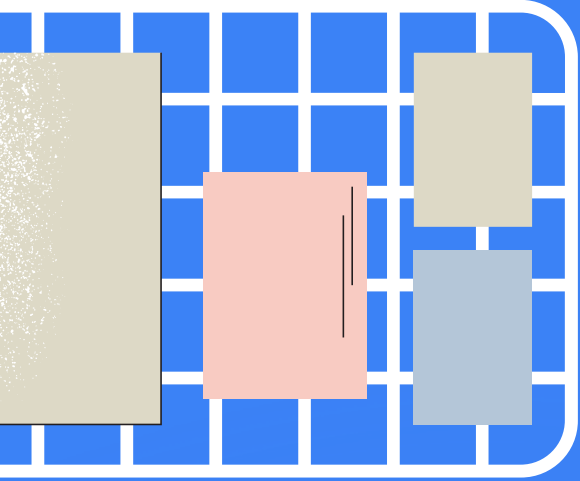


# Data Startup Journey





# From Idea to Impact

Build, Launch, and Fund Your Data-Driven Startup

You're not just a data professional — you're a builder-in-waiting.

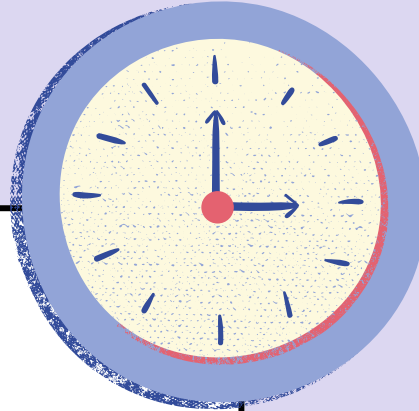
The Data Startup Launchpad is not a course — it's about turning insight into innovation, and skills into a startup.



# Idea to Opportunity

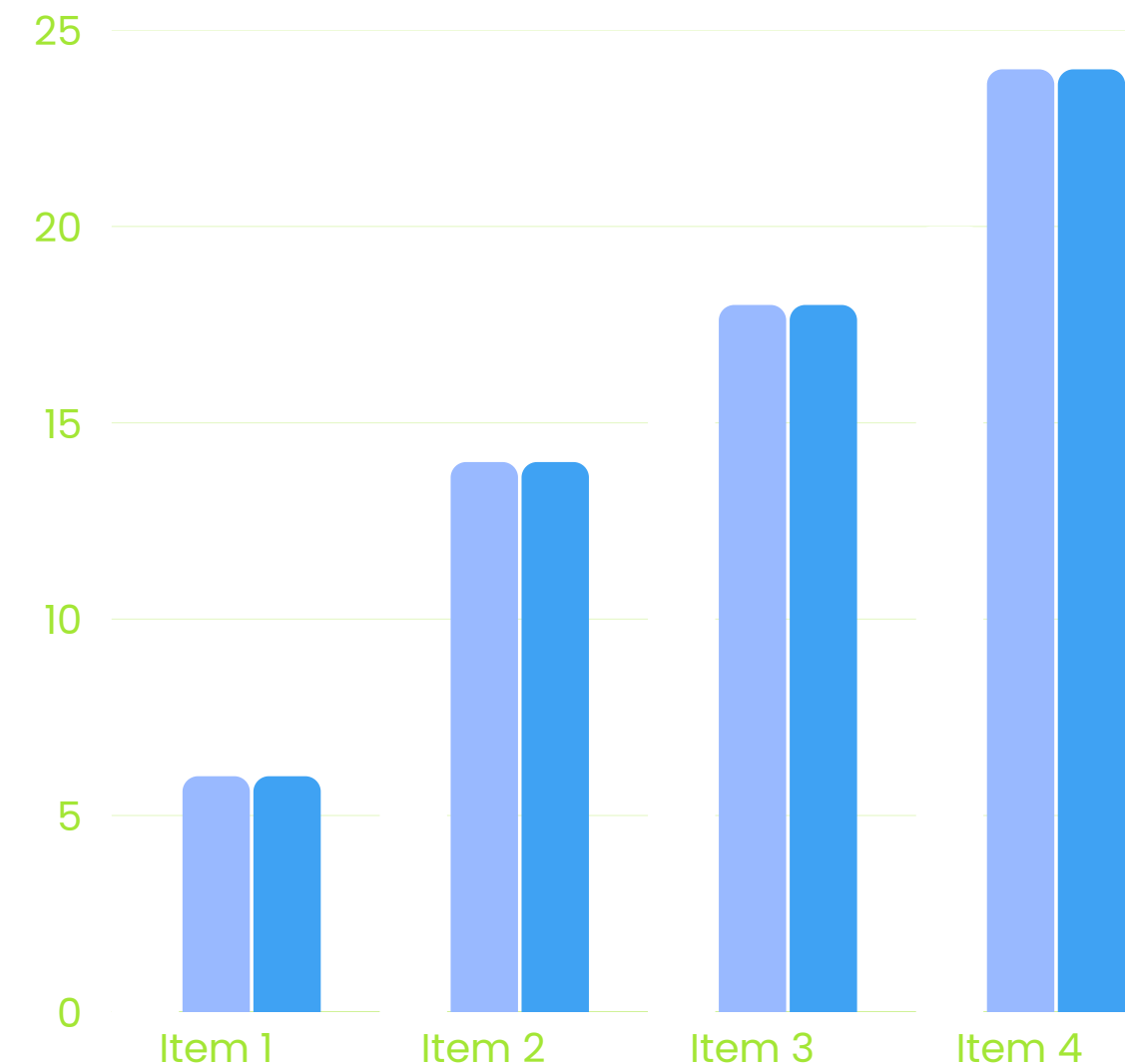
- Identify real-world data problems worth solving
- Validate ideas with lean startup experiments
- Understand market needs, trends & gaps in the data economy
- Define your mission, niche, and customer profile

Phase 2



# Product & MVP

- Turn insights into products (no-code/low-code/prototype)
- Build your MVP using data pipelines, APIs, dashboards, or apps
- Design user-centric experiences for non-technical audiences
- Set up analytics from Day 1 to guide decisions





# Brand Positioning

- Build your founder brand on LinkedIn & beyond
- Develop positioning that makes your product irresistible
- Use content to attract early users, partners, or co-founders
- Create compelling lead magnets for email or trial growth





# Monetization & GTM

- Build a simple but powerful business model
- Learn how to price data products/services
- Create launch funnels, early access programs, and landing pages
- Growth hacks for data tools and platforms

# Funding & Pitching

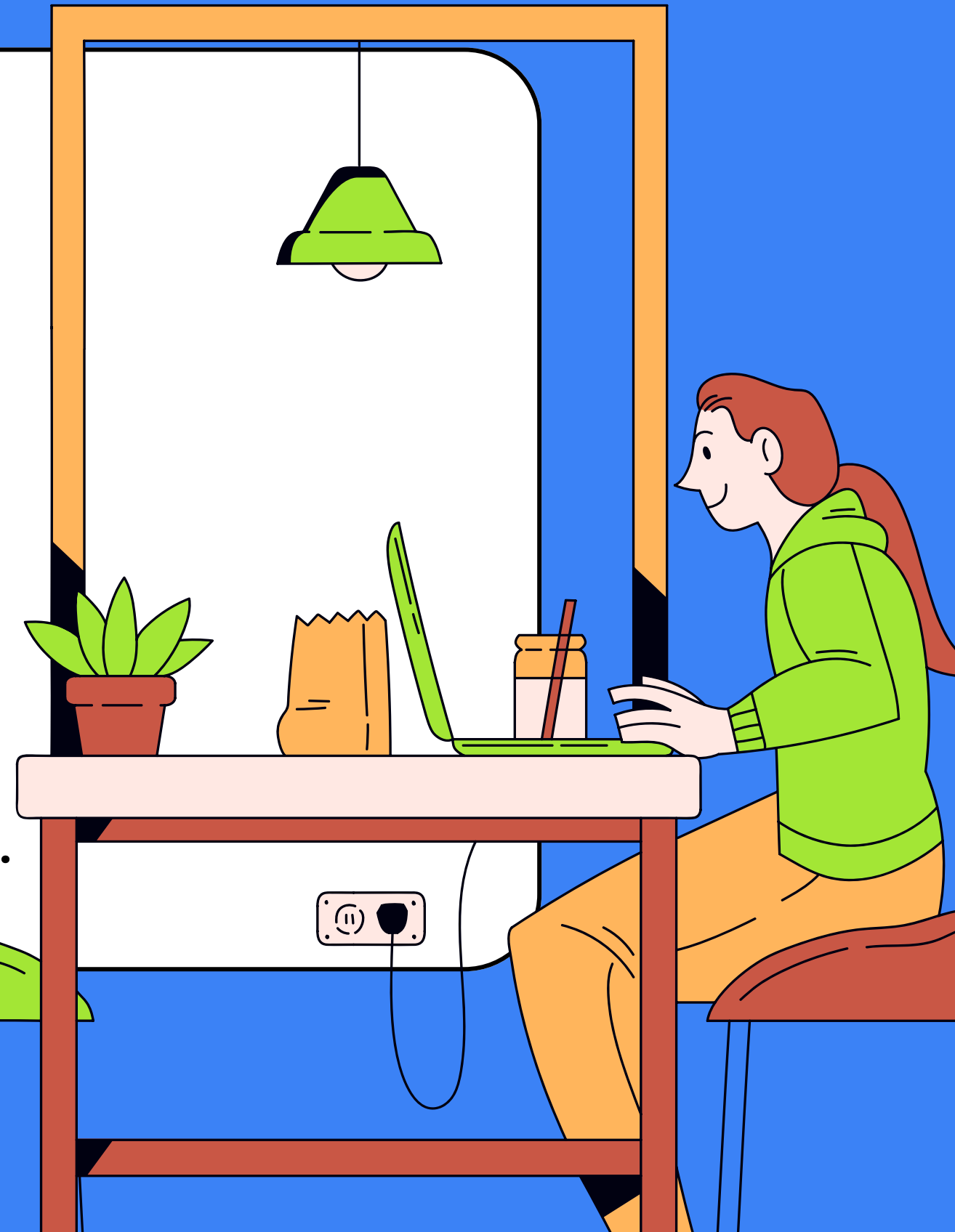
- Understand funding options: bootstrapping, grants, pre-seed, angel
- Design a winning pitch deck
- Craft your story, numbers, and traction
- Present to a panel of real investors for feedback or funding



# What You Get

- ✓ 18 Weeks | 100% Live — Interactive, mentor-led
- ✓ Capstone: Launch Your Data Startup
- ✓ Pitch Day: Present your startup to real investors
- ✓ Founder Circle — Lifetime builder community
- ✓ Templates, decks, launch blueprints, GTM guides

**No fluff. No theory. Just execution.**  
**Because the next wave of innovation belongs to data founders.**





# Learning Objectives

- Identify real-world problems and convert them into viable data-centric startup ideas
- Build MVPs using no-code/low-code tools and data technologies
- Understand core concepts of sales, marketing, and finance for startup growth
- Master storytelling, branding, and positioning
- Pitch to real investors with confidence and clarity





# The Startup Launchpad

1

## Startup Mindset

Life cycle of Startup  
Why Startups fail?  
Managing Innovation,  
Data Startup Landscape  
Types of data startups,  
Case study:  
How a dataset became  
a startup  
Brainstorm: Startup  
ideas from your domain

2

## Market Validation

Problem-first thinking  
Opportunity sizing  
User- centric solution  
Core Value Proposition  
Market research  
Surveys, and Validation  
Group Project: Validate  
an idea using online  
tools/interviews

3

## Ideation to MVP

Value Chain Analysis,  
MVP basics and lifecycle,  
MVP Design  
MVP Validation  
Tools – Notion, Airtable,  
Retool, Streamlit, Power BI  
(for dashboards),  
Workshop: Build a data-  
based MVP in 90 mins

# The Startup Launchpad

4

## Data-Tech

Data pipeline essentials,  
APIs, data cleaning,  
storage, dashboards,  
Python, SQL basics, Excel  
& Power BI walkthrough,  
Data Project: Create a  
working dashboard for a  
mock use-case

5

## Storytelling & UX

Data storytelling,  
simplicity in design,  
visual UX, Tableau &  
Power BI for founders,  
building with clarity,  
Redesign an existing  
dashboard for usability  
and storytelling

6

## Brand Positioning

Branding  
Leveraging Channels  
What is positioning?  
USP, How to niche down,  
LinkedIn branding,  
Founder stories, and  
personal marketing,  
Launch your personal  
LinkedIn campaign

# The Startup Launchpad

7

## GTM & Sales

Creating Awareness  
Reaching Customer  
Acquiring Customer  
Sales funnel for startups  
Sales conversations  
Frameworks & Servicing  
Retaining Customers,  
Sales role-play:  
Sell your MVP

8

## Growth Marketing

Market Potential:  
TAM, SAM and SOM,  
Differentiation Strategies  
Digital marketing basics  
Organic vs. paid growth  
Content marketing  
Lead magnets, SEO  
Create a growth  
campaign for your MVP

9

## Monetization

Components of a Plan,  
The Making of Your  
Business Plan  
Types of revenue models  
in data startups,  
Subscription, Freemium,  
One-time sale, Enterprise  
B2B, Build your own  
business model canvas

# The Startup Launchpad

10

## Team & Finance

Organization structure  
Attracting talent  
Cost, Revenue Profits  
Financial statements  
CAC, LTV, Runway Pricing  
Forecasting, Breakeven ,  
Funding, Unit Economics,  
Create a financial model  
for your startup

11

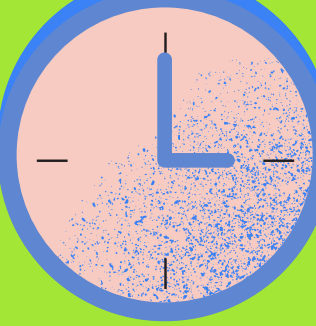
## Pitching & Fundraising

Pitch deck Preparation,  
The anatomy of a  
winning pitch  
Crafting your pitch deck:  
Problem, Solution,  
Traction, Ask,  
Pitch practice round +  
feedback from mentors

12

## Capstone & Launch

Capstone Project:  
Build your data-centric  
MVP with a validated  
idea, GTM plan, and a  
pitch deck to present on  
Demo Day.  
Pitch to a panel of  
investors and mentors,  
Go-to-market Launch  
Lessons, Outcomes



# Thank You!

Thank you for learning about the journey of a startup company. For more information or to contact us, please visit our website or email us at



[info@thejobaccelerator.com](mailto:info@thejobaccelerator.com)



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

