

THE CURRICULUM

Trafy Cohort '26

A 6-month, builder-led program to ship a real AI SaaS product, build a real audience from zero, and walk out with either funding or a job, backed by an IIT Madras certification.

FORMAT	Fully online, live build weeks
DURATION	6 months, full immersion
ELIGIBILITY	Students, early founders & career-switchers
CREDENTIAL	AICTE-approved diploma, certified with IIT Madras

Learn business by building it, with AI

Trafy Cohort '26 isn't a bootcamp and it isn't a lecture series. Every founder spends the first four months learning and building, together, then the last two months split by track: build a startup and pitch it, or build the portfolio and score that gets you hired. Six months later, you walk out having shipped a real product, grown a real audience from zero, and either pitched investors or interviewed with partner companies, backed by a certification from IIT Madras.

THE TWO TRACKS

Startup Track	Employability Track
Pitch a real idea to CTOs and investors, get matched with a C-suite mentor, build and validate an MVP, then get access to Trafy's pre-seed and VC network to raise your round.	Build the technical fundamentals, ship a portfolio worth showing, and sit the Employability Index, a 45-question MCQ round, 2 timed DSA problems, and a portfolio/GitHub/LinkedIn/LeetCode verification, then get shortlisted directly by partner companies.

COHORT '25 RESULTS

Rs. 1 Cr+	25+	7+	17+	Rs. 21.73L
Grants allocated	VC meetings booked	Startups incubated	Students placed abroad	Average CTC

THE CURRICULUM, IN TWO PHASES

The first 3–4 months are spent entirely on learning AI engineering and building real projects, no pitching, no pressure to raise or apply yet. Months 5–6 split by track: the Startup Track pitches VCs and closes its first sale, the Employability Track interviews and gets hired.

PHASE 1 · MONTHS 1–4 · AI ENGINEERING & BUILDING PROJECTS

Entirely learning and building, together, no pitching or applying yet.

MONTH 01

Foundations

Everyone builds the same base: how to actually ship with AI.

Python Foundations	Programming fundamentals from scratch, the base every AI build sits on.
Large Language Models	How LLMs actually work: tokens, context windows, and calling them via API.
LangChain	Chaining prompts, tools and memory into real, working pipelines.
AI Agents	Design and ship your first working AI agent.
No-Code Tools	Automate a real workflow without writing a line of code.
Prompting Techniques	Structured prompting, few-shot examples, and getting reliable output out of a model.
CS Fundamentals Refresher	Computer Networks, OS, DBMS and System Design basics.
Pick Your Track	End of month: choose Startup or Employability.
Live Session: CEO	Judgment, hiring, and what the first 90 days of a company actually look like.

MONTH 02

Build & Distribution

You start shipping publicly, not just privately.

Product Engineering	Full-stack build sprints using AI-assisted tooling.
Build in Public	Pick one channel (LinkedIn, X, Instagram or YouTube) and start posting daily build logs.
Startup: Ideation Review	Pitch your raw idea to real Trafy CTOs and investors.
Startup: Idea Evaluation	Market potential, problem fit, team and feasibility, checked properly.
Employability: DSA Foundations	Core data structures and algorithms, with timed practice rounds beginning.

MONTH 03

The MVP Sprint

An intense, focused sprint to ship something real.

4-Day Build Sprint	Ship a working MVP against a hard deadline, stand-ups every morning.
First Real Users	Get the product in front of strangers, not just classmates.
Startup: C-Suite Mentorship	Matched with a CEO, CTO, CMO or CFO mentor who works with you directly.
Startup: Build & Validate	Build your MVP with expert guidance, tools and technical support.
Employability: Portfolio Setup	Get your portfolio site, GitHub, LinkedIn and LeetCode profiles investor/recruiter-ready.
Growth: First 100	Push toward your first 100 followers or users through content and direct outreach.

MONTH 04

Scale

Iterate on real feedback and build systems that compound, the last shared month.

Retention & Growth Loops	Move past one-time users: build referral and retention mechanics.
\$10,000-in-30-Days Check-in	Revenue milestone review across every team.
Startup: Prototype Milestone	Ship a working prototype and unlock the next level of incubation.
Startup: Networking Opportunities	Access to Trafy's founder network, workshops and peer community.
Employability: Systems & Advanced DSA	System design depth and harder algorithmic problem sets.

PHASE 2 · MONTHS 5–6 · PITCH & HIRE

Tracks diverge: pitch VCs and land your first sale, or interview and get hired.

MONTH 05

Raise or Apply

The track-specific push toward your actual outcome begins.

Startup: Pre-Seeding Support	Pitch deck help, investor intros, and actually raising your pre-seed round.
Startup: VC Meetings Begin	Meet Trafy's network of VCs and angels directly, first rounds of pitching.
Employability: The Employability Test	45-question MCQ round, plus 2 DSA problems in 45 minutes.
Employability: Your Index	Portfolio, GitHub, LinkedIn and LeetCode cross-checked into one verified score.
Applications Go Out	Your Index is shared directly with Trafy's partner companies.

MONTH 06

Pitch Day or Hired

You walk out with something real in hand.

Startup: Pitch Day	Pitch your startup live to VCs and angels in the room.
Startup: First Sale	Close your first real revenue from an actual paying customer.
Employability: Interviews	Interview directly with the partner companies your Index was shared with.
Employability: Get Hired	Convert interviews into offers.
IIT Madras Certification	Complete the cohort and earn your certified credential.
Build. Scale. Exit.	Ongoing support to keep building, grow, and get acquired if that's the goal.

How you go from zero

Every founder starts this cohort with zero followers and zero users. Growth isn't a module you sit through in Month 4, it's a discipline that runs underneath every month of the curriculum. Five principles drive it.

01 Build in public from day one

Post progress daily, not just the finished product. An audience that watches you build trusts you more than one that only sees the launch.

02 Talk to 10 users before you write a feature

Validation comes before code. Every feature on the roadmap should trace back to a conversation with a real, named user.

03 One channel, mastered

Pick a single platform, LinkedIn, X, Instagram or YouTube, and go deep instead of spreading thin across five.

04 Ship weekly, not monthly

Small, compounding releases beat one big launch. Momentum is a growth channel of its own.

05 Let the cohort be your first distribution

150+ builders in the room amplifying each other's work is real distribution, use it before you look anywhere else.

WHAT'S INCLUDED THROUGHOUT

✓ Expert Mentorship
 ✓ Technical Support
 ✓ Investor Network
 ✓ Growth Resources
 ✓ Long-term Partnership

Applications for Cohort '26 are open

31/40 seats filled · Applications close September 30

Apply at trafy.ai/apply

Trafy Cohort '26 is a 6-month, AICTE-approved diploma program, certified with IIT Madras. This document is an overview of the curriculum as of publication and individual sessions may be reordered between batches.