



masai®

ENTREPRENEURSHIP & LEADERSHIP TOOLKIT PROGRAM

FROM VISHLESAN i-HUB, IIT PATNA

Program Overview

Vishleshan i-HUB IIT Patna is a leading innovation hub dedicated to fostering entrepreneurial growth and leadership development. With a focus on empowering future leaders, it combines cutting-edge research, industry engagement, and hands-on learning to prepare individuals for the rapidly evolving business landscape.

The Entrepreneurship and Leadership Tool Kit Program at Vishleshan i-HUB IIT Patna in association with Masai equips participants with the skills needed to thrive in the startup ecosystem. Covering areas like idea generation, innovation, and strategic leadership, the program blends expert-led sessions, real-world case studies, and practical tools to prepare participants to lead in today's dynamic business world.

Why Choose This Course?

- Learn directly from top-tier faculty and earn an i-HUB IIT Certification
 - Real-World Mentorship from Startup and Industry Veterans
 - Networking Opportunities with Like-Minded Entrepreneurs and Innovators
 - Personalized Founder's Portfolio Page to showcase your profile as an Entrepreneur
 - Make real-time decisions, manage risks, and build strategies in realistic startup simulations
 - Learn funding mechanisms like venture capital and crowdfunding to secure business capital
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Course Details

Course Duration
4 Months

Certification
From Vishlesan i-Hub IIT Patna

Weekly Commitment
Weekdays(Evening 8– 10 PM) & Weekends*

**Weekend class timings will be scheduled based on professor's availability*

Course Learning Objectives

- **Ideate & Evaluate:** Spot market problems, generate ideas, and assess opportunities.
- **Validate with Research:** Run interviews, surveys, and lean tests to prove demand.
- **Design Business Models:** Draft a Lean/Business Model Canvas covering segments, value, revenues, and costs.
- **Plan Financials & Strategy:** Build simple projections, unit economics, and funding plans.
- Participants will also choose an appropriate business entity, draft basic founder/IP agreements, and understand core startup contracts alongside earlier objectives.
- **Build & Iterate MVPs:** Use no-code tools to ship MVPs and refine with user feedback.
- **Drive Marketing & Growth:** Craft go-to-market plans, run digital campaigns, and steer with analytics.
- **Leverage Tools & Tech:** Work fluently with modern startup stacks (Trello, Notion, Webflow, etc.).
- **Pitch & Communicate:** Create compelling decks and pitch with confidence.

Module 1: Ideation & Opportunity (ENTR101)

Mindset and idea generation. Students cultivate creativity, learn to “scratch their own itch,” and test problem–solution fit. Example: how Tobi Lütke’s snowboard store became Shopify. Outcome: vetted idea + 2-minute elevator pitch.

- **Learning Objectives:**
- Define entrepreneurship and startup types.
- Practice idea generation (mind-maps, brainstorming).
- Align ideas with personal interests and market pains.
- Test early problem–solution fit.
- Craft a concise elevator pitch.

Module 2: Problem–Solving & Idea Discovery (ENTR102)

Turn ideas into evidence. Learners interview users, size markets, and design cheap MVP tests. Canva’s yearbook pilot and Zapier’s manual “Wizard-of-Oz” tests show the way. Outcome: real customer data and refined concepts.

- **Learning Objectives:**
- Conduct insightful interviews and surveys.
- Map target segments and market size.
- Create personas and empathy maps.
- Design and run lean MVP experiments.
- Decide to pivot or persevere based on data

Module 3: Business Model, Finance & Legal (ENTR103)

Design a viable, legally sound venture. Learners build a Business Model Canvas, choose revenue models, and draft simple financials. Cases: Airbnb’s marketplace, Duolingo’s freemium, Zapier’s lean funding

Learning Objectives:

- Complete a Business Model Canvas.
- Compare revenue models and set pricing tests.
- Calculate CAC, LTV, break-even, runway.
- Build 1–2-year projections.
- Evaluate bootstrapping vs. external funding.
- Communicate key financial metrics to stakeholders.

Module 4: Product Development & MVP Execution (ENTR104)

Build, test, iterate. Students create no-code MVPs, run usability tests, and chase product-market fit. Examples: Figma's beta loops, Airbnb's photo upgrade.

Learning Objectives:

- Complete a Business Model Canvas.
- Select a revenue model and test pricing.
- Calculate CAC, LTV, runway.
- Pick a legal form (e.g., LLP vs. Pvt Ltd) and list registration steps.
- Identify IP assets and basic protection routes (trademark, patent, NDA)
- Draft or review core agreements: founders' agreement, simple term sheet.
- Communicate business + financial + legal readiness to stakeholders.

Module 5: Marketing & Growth (ENTR105)

Acquire and retain users. Learners craft go-to-market plans, execute digital marketing, and track growth metrics. Playbooks: Stripe's developer focus, Canva's social engine, Airbnb's Craigslist hack, Duolingo's A/B culture.

Learning Objectives:

- Draft a 3-6-month go-to-market plan.
- Define brand identity and messaging.
- Run low-budget digital campaigns (content, SEO, email, social).
- Design one growth experiment/referral loop.
- Instrument and read key metrics (AARRR).
- Set up A/B tests and act on results.
- Build retention and community tactics.
- Outline a next-stage marketing plan with budgets and milestones.

Module 6: Capstone – Launch & Pitch (ENTR106)

Ship and show. Students polish MVPs, craft 10-slide decks, and pitch to a mentor panel modeled on Airbnb's seed deck. They leave with a roadmap for life after the course.

Learning Objectives:

- Synthesize story into a clear 10-slide deck.
- Apply clean slide design and storytelling.
- Hone public-speaking and Q&A skills.
- Integrate live MVP demos smoothly.
- Absorb panel feedback and iterate.
- Map post-program milestones (incubator, funding, growth).

OUR INSTRUCTORS



Arpita Aditi
Founder & CEO, Dil Foods



Bhanu Pratap Singh Tanwar
Co Founder & CEO at Prepleaf



Shashank Shekhar
Sr. Director, Content Strategy
& Operations, ShareChat

ADMISSION PROCESS



Clear Qualifier Test

You must pass the exam to confirm your seat for the program.



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

Qualifier Test Fee (Non-Refundable)		₹99	
	Option 1	Option 2	
	Upfront	EMI Through our NBFC partners	
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000	
Programme Fee (Non-Refundable)	₹46,000	₹5,622 x 9 months	
Total	₹50,000*	₹54,598*	

* GST at 18% extra, as applicable



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