

ENTREPRENEURSHIP LAUNCHPAD

FROM XLRI LEADERSHIP EDUCATION AND DEVELOPMENT

| About XLRI

XLRI – Xavier School of Management is India's oldest B-school, founded in 1949 in Jamshedpur by the Jesuit Society. With over 75 years of excellence, it has produced generations of ethical and impactful leaders across industries.

Globally Ranked and Accredited

XLRI is among the top management institutions in India, ranked 9th in NIRF 2024. It holds prestigious international accreditations like AACSB, AMBA, and NBA, reinforcing its global credibility and academic standards.

Strong Focus on Leadership Development

From classroom learning to experiential activities, XLRI prioritizes leadership development through case studies, internships, and industry collaborations.

Why Choose This Course?

Unlock your entrepreneurial potential with XLRI's expert faculty.

- Learn directly from XLRI's distinguished faculty and seasoned industry experts.
- Gain practical skills using AI and advanced tools to build innovative startups.
- Cultivate an entrepreneurial mindset to identify real challenges and create impactful solutions.
- Engage in live interactive sessions, personalized mentorship, and collaborative peer learning.
- Dedicate a full month to master pitching techniques and raise funds confidently before real investors.
- Receive a prestigious XLRI certification of completion that enhances your credibility and career prospects.



| What Will You Learn?

This 6-month program covers everything from developing a founder's mindset and discovering real-world problems to building prototypes and mastering fundraising. Learn to leverage AI, craft marketing strategies, and pitch confidently to investors. Hands-on mentorship and live sessions ensure practical, industry-relevant skills.

Toolkit



Canva



Google Forms



Webflow



| Course Details

Course Duration
6 Months

Time Commitment
6-8 hours per week

Certification
From XLRI Leadership Education and Development

| Course Curriculum

MODULE 1:

Getting into the Founder's Mindset

- Exploring the entrepreneurial path: transforming ideas into meaningful impact.
- Navigating uncertainty with resilience and strategic risk-taking.
- Strengthening emotional intelligence and inner tenacity.
- Adopting a growth mindset and turning setbacks into learning opportunities.
- Leadership styles for founders: leading with vision and agility.

MODULE 2:

Problem-Solving & Idea Discovery

- Identifying real-world problems worth solving.
- Exploring creative ideation methods like design thinking, SCAMPER, blue ocean strategy etc.
- Engaging in customer discovery to validate market demand.
- Charting customer pain points, building personas and mapping user journeys.
- Assessing the viability, growth potential, and appeal of your idea.
- Applying lean startup tactics for fast, feedback-driven iterations.

MODULE 3:

Leveraging AI for Smarter Startups

- Understand the strategic value of AI in the startup ecosystem.
- Explore no-code/low-code AI platforms for rapid prototyping and implementation.
- Learn to automate key business functions to improve efficiency and reduce costs.
- Use AI tools for market research, forecasting, and competitive intelligence.
- Build data-driven, personalized products that enhance customer engagement.

MODULE 4:

Prototyping, Building & Product-Market Fit

- Minimum Viable Product: what, why, and how.
- Wireframing, prototyping tools, and rapid development.
- Running usability tests and gathering early feedback.
- Pivoting or persevering: learning from product iterations.

MODULE 5:

Marketing, Traction & Brand Building

- Defining target audiences and channels for outreach.
- Building a go-to-market (GTM) strategy.
- Leveraging content, social media, and influencer marketing.
- Applying growth-hacking techniques for traction.
- Tracking key performance indicators (KPIs).

MODULE 6:

Business Models, Money & Fundraising

- Choosing the right business model (freemium, SaaS, marketplace, etc.) and business model innovation techniques.
- Understand unit economics, pricing, and financial viability.
- Build robust financial projections and manage runway effectively.
- Explore the pros and cons of bootstrapping versus external funding.
- Gain insight into the fundraising lifecycle and investor expectations.
- Create compelling pitch decks and master the art of investor communication.

MODULE 7:

Scaling, Teams & Demo Day

- Building high-performance startup teams and culture.
- Hiring for attitude and upskilling for performance.
- Creating scalable systems and processes.
- Managing growth, delegation, and operational complexity.
- Legal essentials: IP, compliance, contracts, and governance.
- Preparing for Demo Day: pitching with clarity and confidence.

| Our Instructors



Dr. Arindam Mondal

Associate Professor, XLRI (Xavier School of Management)

Currently working as an Associate Professor in the Strategic Management Area at XLRI-Xavier School of Management, Jamshedpur (XLRI). He has a Ph.D in Strategic Management from the Indian Institute of Management (IIM), Calcutta. He also holds a B.E. (Electrical Engineering, with Honours) from IEST, Shibpur. He has been researching the broader area of multinationals from emerging economies and their business strategies for the last ten years. He has published his research work in many reputed international journals such as Global Strategy Journal, Management International Review, Journal of Business Research, International Journal of Entrepreneurial Behavior & Research, etc. He has presented his research work at multiple international management conferences in India, the USA, Canada, Mexico, South Korea, Italy, and Denmark. His teaching interest lies in the fields of Strategic Management, Entrepreneurship and New Venture creation, Emerging Market Strategy, and Family Business Strategy.



Dr. Sanjeev Govil

Startup Mentor | Strategic Leader

Professor of Practice – Entrepreneurship & Innovation

Dr. Sanjeev Kumar Govil is a former CEO of Vodafone Idea Ltd. and COO of Idea Cellular with 38+ years of leadership experience in scaling businesses and driving market disruption. Now an Advisor at India Accelerator and Professor of Practice at BIMTECH, he mentors startups across sectors, helping founders refine business models, scale operations, and achieve investor readiness. He has worked with accelerators and top institutions like IIMs, IITs, XLRI, and SRCC to design hands-on entrepreneurship programs, blending strategic insight with execution discipline. Passionate about impact, he has also led initiatives connecting over 6.5 million rural citizens to digital networks. With his unique mix of corporate success and startup ecosystem expertise, Dr. Govil equips entrepreneurs to launch, grow, and scale with confidence.



Rajan Verma

Founder | Technology Consultant and Data Systems Architect

Rajan Verma is a technology consultant with over a decade of experience in building full-stack products, managing engineering teams, and designing scalable infrastructure for fast-paced startups. He often works with early-stage founders as a fractional CTO or technical advisor, helping them turn prototypes into robust, scalable products. His work spans sectors such as fintech, healthtech, real estate, and B2B SaaS, with a strong focus on internal automation and system intelligence. His primary interest lies in developing machine learning-driven data systems that identify inefficiencies, automate operations, and support business decision-making.



Vignesh Raja

**Mentor to Founders | Strategy Consultant
Business Intelligence Specialist**

Vignesh Raja is a seasoned strategy consultant with over 19 years of experience in business research, analytics, and strategic advisory across diverse sectors including chemicals, pharmaceuticals, consumer goods, e-commerce, and mobility. Having worked with both corporates and startups, he brings deep insights into market intelligence, competitive positioning, pricing strategy, and go-to-market planning. He is passionate about enabling growth through data-driven decision-making and purposeful networking. As a professional speaker and lifelong learner, Vignesh actively mentors entrepreneurs and business leaders, making him a valuable guide for early-stage founders looking to build with clarity, focus, and real-world industry context.



Sudhakar Suga

CEO | Technology Strategist | Startup Mentor

Sudhakar Suga is a seasoned technology leader with over 26 years of experience spanning software engineering, product development, and enterprise-scale systems across industries. As the CEO of Starlly Solutions, he has helped businesses navigate digital transformation through innovative tech solutions and operational strategy. His earlier roles at organizations like Hewlett Packard, EMC, Sony, and NetApp have equipped him with deep expertise in distributed systems, embedded technologies, and cloud architecture. Passionate about entrepreneurship and problem-solving, Sudhakar actively mentors early-stage founders—guiding them on tech roadmap planning, product-market fit, and building scalable, engineering-first ventures. His combination of corporate insight and hands-on startup experience makes him a valuable mentor for aspiring entrepreneurs.



Manoj Kambadur

Entrepreneur and Educator

Manoj Kambadur is an entrepreneur and educator with a strong interest in the intersection of business, technology, and learning. He holds an MBA from the University of Texas at Austin and a bachelor's degree from BITS Pilani. Over the years, he has worked across consulting, venture capital, and startup operations, with roles at firms such as Deloitte and Swiggy. His work focuses on building meaningful learning experiences for professionals and creating systems that support long-term career growth. His areas of interest include business strategy, career development, and the future of work and education.

| Admission 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.

Eligibility: A graduation degree in any stream is required, and applicants from all academic backgrounds are welcome.

| Fees Structure

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

	Option 1	Option 2
	Upfront	EMI Through Masai's NBFC partners
Secure Seat Fee (Non-Refundable)	₹3,000	₹3,000
Programme Fee (Non-Refundable)	₹60,000	₹7,667 x 9 months
Total	₹63,000*	₹72,003*

*GST at 18% extra, as applicable



WhatsApp: +91 81972 92840
Email: xlri.programs@masaischool.com