

# 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.



# | Course Details

**Course Duration**  
6 Months

**Time Commitment**  
6-8 hours per week

**Certification**  
From XLRI Leadership Education and Development

# | Course Curriculum

## **Module 01:** **Getting into Founder's Mindset**

- Understand key traits of successful entrepreneurs
- Discover your personal 'why' and motivation as a founder
- Learn to align passion with real-world problems
- Build a resilient and growth-oriented mindset

## **Module 02:** **Problem-Solving & Idea Discovery**

- Use design thinking and empathy mapping to understand customers
- Conduct effective customer interviews and research
- Validate assumptions early to avoid wasted effort
- Discover real problems worth solving

## **Module 03:** **Prototyping, Building & Product-Market Fit**

- Learn product thinking tailored for startup founders
- Build MVPs quickly with no-code and low-code tools
- Collect and analyze user feedback for improvements
- Achieve and measure product-market fit

**Module 4:****Marketing, Traction & Brand Building**

- Develop go-to-market and growth hacking strategies
- Implement digital marketing techniques like SEO and social media
- Build and maintain a strong brand identity
- Generate traction through creative marketing campaigns

**Module 5:****Business Models, Money & Fundraising**

- Understand various startup business models and revenue streams
- Learn startup finance basics: unit economics, CAC, LTV
- Design effective pitch decks for investors
- Master storytelling to secure funding

**Module 6:****Scaling, Teams & Demo Day**

- Build and lead effective founding teams
- Cultivate startup culture and leadership skills
- Manage operations for scalable growth
- Prepare and present a compelling Demo Day pitch

# | 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.

# | Admission Process



## Clear Qualifier Test

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



## Complete Onboarding

Only shortlisted candidates go through the onboarding process.



## Start Learning

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

# | Fees Structure

	Option 1	Option 2
	Upfront	EMI Through Masai's NBFC partners
Secure Seat Fee (Non-Refundable)	₹3,000	₹3,000
Remaining Course Fee (Non-Refundable)	₹60,000	₹7,334 x 9 months
Total Program Fee	₹63,000 + GST**	₹69,006 + GST**

\*\*GST at 18% extra, as applicable

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