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 IIEST, 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.

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.

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.

| 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	₹7,667 x 9 months
Total Program Fee	₹63,000 + GST*	₹72,003 + GST*

*GST at 18% extra, as applicable