



**Birla Institute of
Management Technology**

Ecellence with Values



EXECUTIVE PROGRAM IN

DISRUPTIVE ENTREPRENEURSHIP

EARN BIMTECH MDP ALUMNI STATUS

6 MONTHS
PROGRAM

105 SESSIONS

STARTS NOVEMBER, 2021

SUPPORTED BY



VentureCatalysts
India's 1st Integrated Incubator



**Bilennium[™]
Divas
Fund**



9 UNICORNS
India's First Accelerator VC

IMAGINXP.COM

PROGRAM OVERVIEW

Are you an Aspiring Entrepreneur? Do you have a revolutionary business or social enterprise idea?

The Executive Certificate Program in Disruptive Entrepreneurship by BIMTECH in association with ImaginXP - will help you develop a comprehensive startup plan while bolstering your entrepreneurial thinking through a blend of cutting-edge theory and practice in Startup Design, Entrepreneurship, Innovation and Leadership.

The program leverages its proprietary sequence of seven modules, to encourage and brace the development of new ventures. Candidates master to assess industry and market attractiveness for their startup ideas, create competitive strategies, develop minimally viable products (MVP) and services, prioritize customer acquisition strategies for early traction, and prepare complete financial statements. During the program, candidate refine the envisaged business model of their startups based on trainer, peer, and mentor feedback.

This thoughtfully tailored program comprising the on field needs of entrepreneurs is a startup development journey, from the inception of an idea to its successful execution! Learn the end-to-end process - validating the idea, creating the initial team, startup finance, investment planning, scaling the startup and more, from the **successful entrepreneurs and stellar faculties of the entrepreneurship ecosystem**. Gain from their experiences and proven case studies - across industry verticals.

As you leave the program you'll be fully equipped with the tools and frameworks required to create and launch your new startup.

Get an opportunity to pitch to the investors!

Moreover, post-program a few selected start-up ideas by us will get a chance to pitch their decks in front of renowned investors, such as:

- **Dr. Apoorva Sharma**
(Venture Catalysts & 9Unicorns)
- **Mr. Krish Kupathil**
(QuEST Global)
- **Mr. Shashank Deshpande**
(Pentathlon Ventures)
- **Mr. Mohan Kumar**
(Avataar Ventures)
- **Dr. Dinesh Singh**
(Faad Network)
- **Mr. Anuj Golecha**
(Co-Founder at Venture Catalysts)
- **Mr. Bhavesh Kothari**
(Co-founder & Director, Billennium Divas)
- **Mr. Karan Verma**
(Co-founder & Director, Faad)

Let's not rely on the unstructured and unauthentic information and approaches while we invite you to embrace the right and most effective entrepreneur approach with us!

PROGRAM HIGHLIGHTS

On completion of the program you'll get the **BIMTECH MDP Alumni Status!**



For 6 Months
Sundays | 7 PM - 10 PM



World-Renowned
Faculties



Effective & Unique
Curriculum



Flexible Online / Offline
Schedule

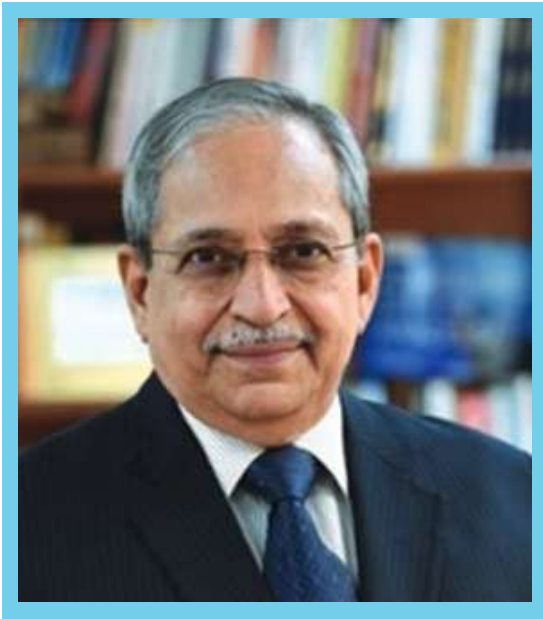


Lucrative Fee



Convenient
Installment Structure

FROM THE DESK OF THE DIRECTOR, BIMTECH



DR. HARIVANSH CHATURVEDI
Director, BIMTECH



BIMTECH launched a one of a kind disruptive entrepreneurship program to meet the growing need of start-ups and set the entrepreneurs on the right track to succeed. The program includes mentors, workshops, personalized learning, & much more. Students will be benefitted to work with the best minds in the industry to develop the right mind-set for the start-up, and acquiring the skills required to become an entrepreneur and succeed in this digital ecosystem.

By joining BIMTECH, Students embark on an education system that is meant to be transformative – academically, socially, and personally. “Excellence and Values” are our guiding principles which are reflected in every activity of the Institute.

The program is in partnership with ImaginXP, a Higher-Ed Company in Future-Skills. Our collaboration with ImaginXP gives an extra edge to the program curriculum. ImaginXP is upskilling working professionals with its Industry relevant Future-skill degree programs and an online learning platform - MyCoach.

Through this program, we expect to increase the rate of successful start-ups and entrepreneurs in this changing business landscape.

OBJECTIVE OF THE PROGRAM

This Disruptive Entrepreneurship program is a venture development journey. Through mentoring and a dedicated support network; we will help you transform your energy and ideas into a successful early-stage venture. Along the way, you will build and launch new business ideas, learn the necessary start-up tools and frameworks, evaluate market opportunities, create a viable business model and financial plan, and articulate your vision for your enterprise.

Build, launch and grow your business by developing world-class entrepreneurial expertise. Learn from real-life case studies, and produce, rehearse and refine your pitch deck with the support of experienced mentors and dedicated peer support groups. You'll create the confidence and build the knowledge needed to prepare you to sell your concept to potential team members, partners, customers, and investors.

COURSE WILL INCLUDE

- Faculty master classes: Explore the latest academic research, essential frameworks and industry best practice with world-leading entrepreneurship professors
- Founder's insights: Gain invaluable real-world context from company founders with ventures at different stages of growth
- Industry experts: Acquire insight into a range of topics, from investment to intellectual property, accelerators and incubators, legal issues and terminology
- Live mentoring sessions: Consolidate your learning, get feedback and ask questions at weekly online sessions in small peer groups
- Peer support: Give and receive support from other founders and build a strong network that will continue to grow beyond the program
- Pitching: Pitch your venture to an investor's committee made up of venture capitalists & angel investors

WHY US?

- The program is delivered by renowned academicians & corporates
- Enriched with - Face-to-face interactions
- Customized learning with hands-on learning pedagogies
- Projects that are delivered by highly competent faculty
- Industry-led curriculum
- Proven Case-studies of leading brands
- Entrepreneurship techniques delivered directly by experienced professionals

WHO MUST ATTEND THIS PROGRAM

Entrepreneurial management is imperative for everyone in the entrepreneurial economy, whether start-ups, crisis managers, venture division, functional, product or project managers, incubator managers, angel investors, and policymakers or strategy planners. Because each one of these categories needs to identify opportunities, develop strategic plans, and execute them for better value creation for customers and investors and beat the competition through innovation in the ever-changing industry landscape due to the diffusion of new-generation digital technologies. Such entrepreneurial management requires up-gradation of old skills for survival and growth of organizations and management. Fixed administrative management systems are needed to be replaced by entrepreneurial thinking, decision making, and execution.

It is vital to understand how different processes, organization structures, systems, and leadership styles change as the project or venture evolves through its life cycles from inception to maturity and subsequent renewal through further innovations. Disruptive entrepreneurship often creates value for its stakeholders, both for established organizations or new ventures alike.

It makes The Executive Certificate Program in Disruptive Entrepreneurship by BIMTECH in association with ImaginXP – the need of the hour!



Aspiring Entrepreneurs



Start-ups that have moved from their early stage to commercial and scaling stages in either technology or non-technology businesses.



For entrepreneurial ventures, stand-alone, social enterprise, or corporate ventures within Venture Divisions.



Ecosystem partners: incubators, accelerators, investor's managers.



Professionals in strategic positions or likely to move in strategic positions.



Functional, geographic, and product divisions of established firms.



Teachers, mentors, and advisors looking to support entrepreneurs.



The policymakers will also benefit from the program to develop knowledge and empathy for start-ups.

THE PROGRAM MODULES

01

Understanding Market landscape

- Emerging market context of opportunities & Entrepreneurship
- Managing Social, Physical & Business Environmental Externalities
- High demanding & evolving business landscape and seizing entrepreneurial opportunities

02

Start-up life cycle

- Innovation, technology, and start-up life cycle
- Failure patterns in technology ventures

03

Building Start-up Foundation

- Opportunities, vision, purpose, and values: the foundation
- Start-up activities: Opportunity recognition, value proposition, technology, business model
- Competitor analysis and differentiated value creation & appropriation
- Business plan and Pitch decks

04

Scaling the Start-up

- Consistent with Life Cycles, development of attitude, skills, and behaviors
- Entrepreneurial strategies for the evolving businesses
- Blitz scaling & Crossing the Chasm

05

Start-up Resources

- Integration of resources
- Teams, organization, management
- Ecosystem stakeholders' interests
- Communication and negotiations with stakeholders

06

Entrepreneurial finance

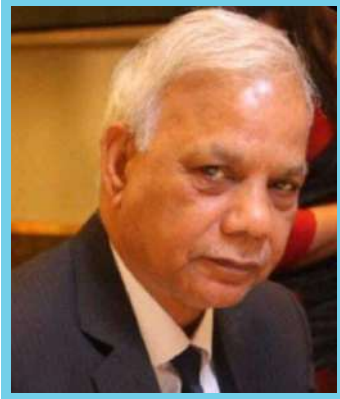
- Angel investors
- VCs, and
- Crowdfunding
- Strategic partners
- Bootstrapping

07

Start-up Valuation

- Valuation, shareholder agreements, and term sheets
- Exits through IPO and strategic sales through M&A and alliances

RENOWNED PROGRAM DIRECTORS WITH EXPERT FACULTY



PROF. MOHD. AKBAR

ADVISOR - AREA OF STRATEGY

QUALIFICATIONS :

- M.Sc. & M. Phil. (Statistics) from AMU Aligarh
- M. Phil. & Ph.D. (Entrepreneurship) from JNU, New Delhi

AWARDS & ACHIEVEMENTS :

- Co-founded FISME for support small and medium industries Headquartered at New Delhi during 2000-2002.
- Absorptive Capacity and Corporate Venturing Business Models: A Conceptual Framework, 2003 (by M. Akbar) – was awarded Best Paper in the conference by International Entrepreneurship Conference 3rd Conference held at Bangalore.

- Personal Entrepreneurial capabilities complement firm dynamic capacities: case-based exploration in the Indian institutional context; Paper presented at the 4th IAM Conference, Dec. 11-13, 2015, IIM Lucknow Noida Campus (nominated among the best papers in the conference).

Prof. Mohd. Akbar holds 30 years of experience in the Strategic Management & Entrepreneurship area from IIM Lucknow. And 38 years experience of teaching in Indian / foreign Institutions. He teaches Strategy at Doctoral & Postgraduate levels & has conducted and consulted with top 100 company management programs in India.

An author of 2 books on entrepreneurship & strategy, & has written 60+ articles, research papers, and 40 case studies that got published in refereed national & many top tier international journals and conferences. 20+ students have completed their thesis work under his guidance.



PROF. ABHA RISHI

CHAIRPERSON - CENTRE FOR INNOVATION
& ENTREPRENEURSHIP DEVELOPMENT
ASSOCIATE PROFESSOR OF INTERNATIONAL
BUSINESS & ENTREPRENEURSHIP

QUALIFICATIONS :

- International business and management (PhD, PGDIBO, MFT and MIB)
- Entrepreneurship Educators Certificate (Honors) from STVP, Stanford University
- Chevening (Chevening Rolls Royce Science and Innovation Leadership Programme - 2014 scholar from Said Business School, University of Oxford, UK)
- Fulbright scholarship (Fulbright Research Fellow from India at Rutgers University, Newark, USA for 2009-10)

AWARDS & ACHIEVEMENTS :

- Distinguished Services Award from BIMTECH (Oct 2016)
- Accenture's Inclusion & Diversity Recognition Award, (March 2017)

- Entrepreneurship Education Champion's Award - from the Ministry of Skill Development & Entrepreneurship (MSDE), (March 2015)
- NEN (National Entrepreneurship Network) Entrepreneurship Educator of the Decade Award (Feb 2018)
- Silver Award in the Indian Management Conclave Awards 2019 by Sh. Pranab Mukherjee, ex-President of India
- Sandvik India Gender Awards (SIGA) in academic category - from Sandvik India & the Embassy of Sweden (Aug 2019)

Prof. Abha Rishi is an Associate Professor with 24 years of experience in the field of entrepreneurship and international trade. Presently, the CEO for the Atal Incubation Centre & the Chairperson for the Centre for Innovation and Entrepreneurship Development (CIED) at BIMTECH.

She was Programme Director from BIMTECH for states - UP and Orissa, for the BIMTECH ISB Goldman Sachs 10000 Women global project & the managing editor for the South Asian Business Review- a peer reviewed journal from 2008 to 2011.

RENOWNED PROGRAM FACULTY FROM BIMTECH



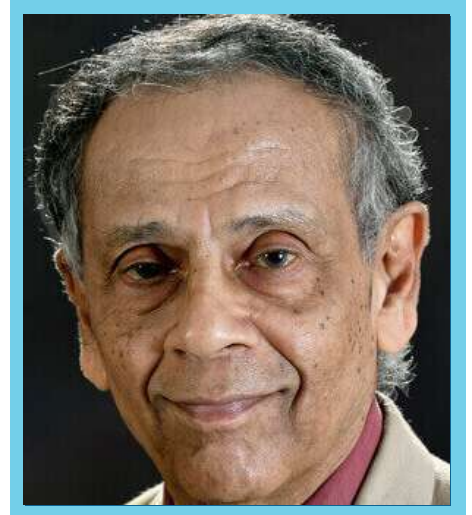
PROF. H. CHATURVEDI

DIRECTOR, BIMTECH



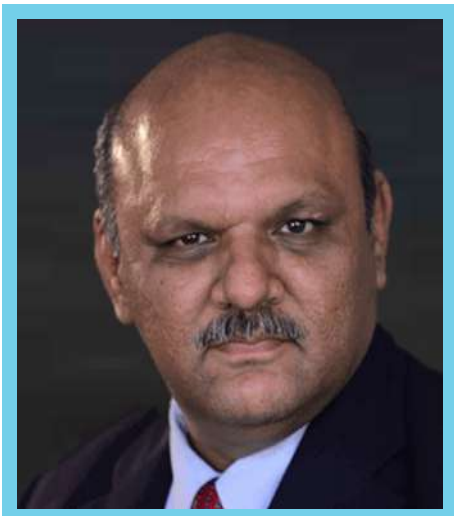
PROF. ARUNADITYA SAHAY

DEAN (RESEARCH), PROFESSOR OF STRATEGIC
MANAGEMENT



PROF. R. J. MASILAMANI

PROFESSOR OF STRATEGIC MANAGEMENT



PROF. SUNIL SANGRA

PROFESSOR OF STRATEGY, INNOVATION &
ENTREPRENEURSHIP



PROF. SHALINI SINGH

ADJUNCT FACULTY - STRATEGY, INNOVATION &
ENTREPRENEURSHIP



ADMISSION CRITERIA

THE STUDENTS SHOULD HAVE

- Under graduation degree or post-secondary with at least 50% marks in any discipline

OR

- Minimum 1 year at managerial / start-up level



FOR THE CORPORATES



Corporate Nominations Professionals with any of the following may also apply.



+



Application

Credentials

PERSONALISED PROGRAM PEDAGOGIES

Depending on the course, lectures will be enriched with case studies, corporate examples and hands-on practice-based learning



LIVE INTERACTIVE SESSIONS

At Campus:	30 sessions
Online:	75 sessions
Total:	105 sessions

ONLINE EVALUATION

Quizzes/Simulation	30 marks
Project Work	30 marks
End term Exam	40 marks
Total Marks	100 marks

There will be grading based on performance in all components of the evaluation into A, B, C & D, and 10-point CGPA system, and certificate thereof.

CONVENIENT PROGRAM SCHEDULE

PROGRAM DELIVERY

- **75 hrs** of online classes and **30 hrs** of on campus Classes
- 5 days on-campus face-to-face module at BIMTECH
- Hybrid learning model with some flipped classrooms

LIVE SESSION



Every
Sunday



From
7 PM - 10 PM

AFFORDABLE FEES STRUCTURE

Programme Fee

INR 1,00,000 + GST

Application Fee

INR 1,000 + TAXES

INSTALLMENT PAYMENT PLANS

Month 0:

INR 30,000 + taxes

*INR 10,000 OR USD 135 additional cost for Reading Material

Month 1:

INR 35,000 + taxes

Month 2:

INR 35,000 + taxes

*Additional Boarding & Lodging Cost for one visit to the campus to be borne by participants

- INR 10,000 OR USD 135 additional cost for Reading Material
- Additional cost of travelling, boarding & lodging to be borne by the participants
- The institute will facilitate paper work and accommodation as per demand at participant cost

THE EXTRAORDINARY BIMTECH CAMPUS

Established in 1988, Birla Institute of Management Technology (**BIMTECH**) is one of the top management institutes located in the National Capital Region of India.



Graded **A+** Accreditation by
'NAAC'



1st Indian B-school to be awarded with
the EFMD Business School Impact System
(BSIS) label.



Ranked 6th by National HRD Network
(NHRDN) (Among Pvt. B-Schools in India).



Ranked 10th by MBA Universe
Ranking (Among Pvt. B-Schools).

YOU WILL ALSO GET MENTORSHIP & NETWORKING

Meet Global Investors, Policy Makers, Entrepreneurs, Consulting Giants, Global Faculty, Mentors, Ecosystem Partners, Corporate Investors, and Technology Partners who are thriving like leaders in this Digital Ecosystem.



Dr. Kunal Wani

Co-Founder, Truemedics



Ankush Tiwari

Co-Founder & CTO Mobiliya & IIT Kanpur Incubation



Sameer Jaini

Founder & CEO, The Digital Fifth



Sandeep Muley

Founder, Bharatrath



Shashank Deshpande

Founder, Clarice | Pentathlon Ventures



Vishal Bajjal

GM, Mindtree Consulting



Preetpal Singh

CEO, Hashmap



Krish Kupathil

Global Business Head, QuEST Global



Dr. Apoorva Sharma

Co-founder Venture Catalysts & 9Unicorns

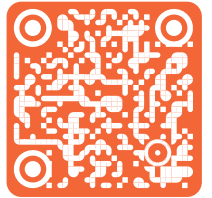


Sasi Kumar Sundararajan

Ex EY Partner

PROGRAM WILL BE CONDUCTED ON IMAGINXP'S EXCLUSIVE MYCOACH PLATFORM

SCAN TO DOWNLOAD
MYCOACH APP



ImaginXP imparts industry demanding Future-Skills degree in programmes through industry led curriculum influenced by Industry trends & upskilling opportunities. It aims at filling the employability gap that happens due to vast differences in acquired skills vs what is required in the industry. It is skilling the youth & working professionals with the required future skills to make them employable in Industry 4.0.



ImaginXP, A Higher-Ed company in Future-Skills is providing degree and for-credit certification programme for university aspirants & standalone certification programme for working professionals.

GET ACCESS TO IMAGINXP'S EXPERT COMMUNITY ON MYCOACH APP

This program will be conducted on ImaginXP's MYCOACH app and you will be given an access to Expert Community on MYCOACH app for this program. MyCoach platform engages 15000+ Expert Professionals, 1250+ Industry Coaches, 300+ Industry Expert Partners and 120+ Expert Faculties to train and mentor students through masterclasses, personalised guidance, and live projects.

APP FEATURES

- Gamut of free learning resources by Industry Experts
- Start your own idea chat room on Idea spaces
- Hackathons to compete with digital community
- Participate in live projects and internship opportunities
- Easy access to placement opportunities
- Build e-portfolio on app and get promoted through deep social media hooks
- Fun learning through Podcasts and IXP TV
- Mentorship opportunities
- Free learning on the vital aspects of working environments such as critical thinking, decision making, leadership skills, team management, and business writing



APPLY NOW

For more details or to apply

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 admissions@imaginxp.com

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