



ABCDE

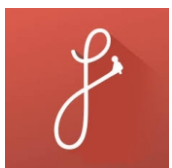
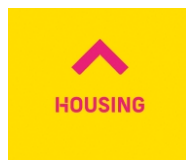
ANYBODY CAN DO ENTREPRENEURSHIP



7 REASONS WHY STARTUP'S FAIL?



Inspite of millions of dollars in Funding and International backing (even Silicon Valley!), several Indian Startups Fail



A lot of this could have been avoided with the right mentoring!



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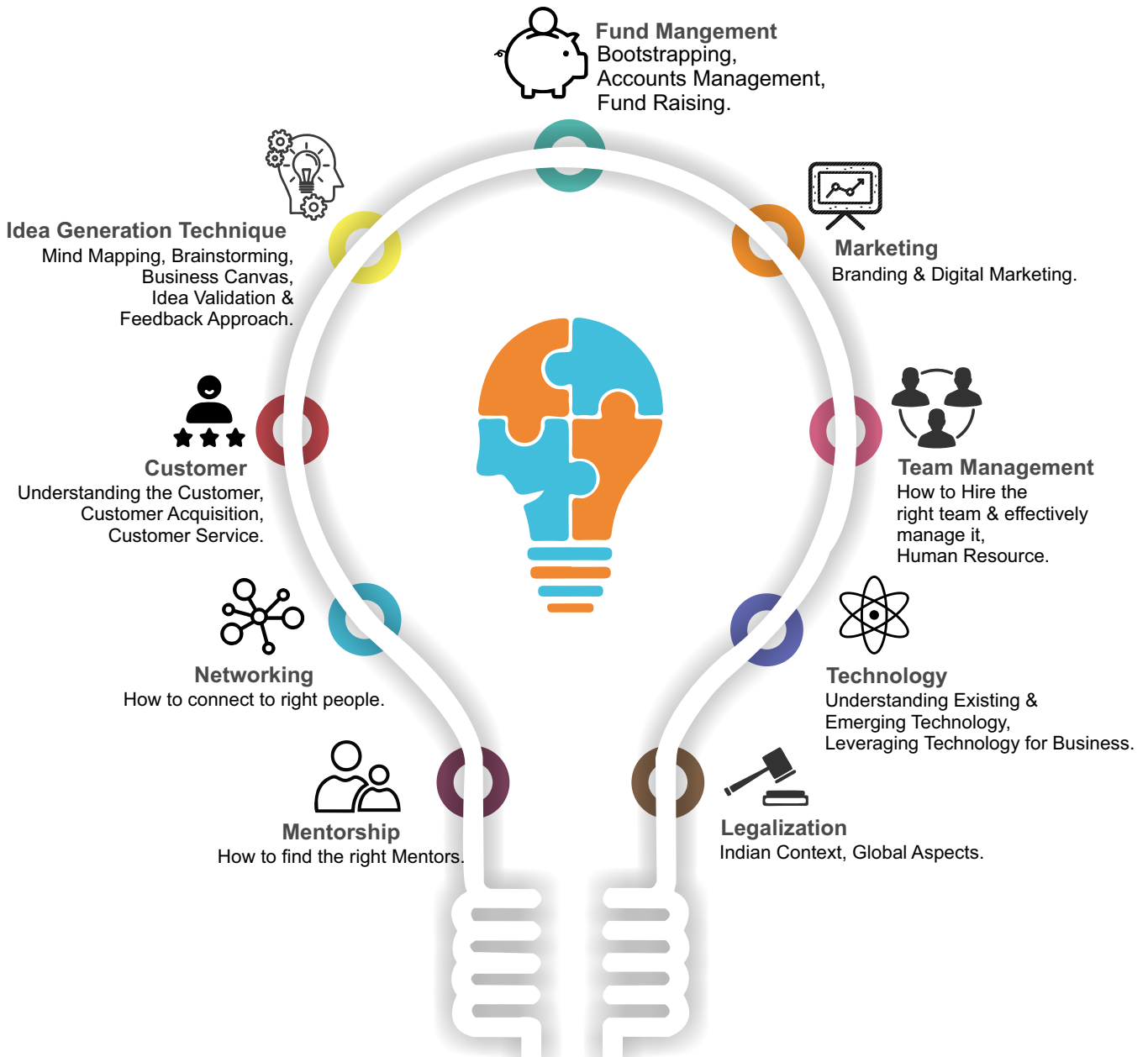
ANYBODY CAN DO ENTREPRENEURSHIP

ABCDE (Anybody can do entrepreneurship) is a program where we create an entrepreneurial mindset within you, and a career path which is far removed from the preconceived notion of success.

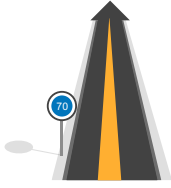
ABCDE is one of the first kind of program which is challenge based learning, where students will be given a startup challenge.



THE PROGRAM STRUCTURE



CHALLENGES



CHALLENGE 1

THE ENTREPRENEURIAL JOURNEY BEGINS !!!

By enrolling into the program you have taken the first step to become an entrepreneurs



CHALLENGE 2

WHO WILL FORTUNE FAVOUR THIS TIME? MEET THE CEO

Every entrepreneur has three important skills when they form a startup that is resource management, time management and team management



CHALLENGE 3

THE DHARAVI CHALLENGE (THE STARTUP FACTORY)

Dharavi is one of the largest slums in the world and we call it startup factory where every young kid is bred to be an entrepreneur.



CHALLENGE 4

THE MOUNT EVEREST OF COMMUNICATION (BRAND POSITIONING AND BRAND COMMUNICATION)

Brand positioning and brand communication are important for a startup and they need to know who they are and why people will buy their product.



CHALLENGE 5

THE DELIVERY CHALLENGE (CREATING CUSTOMER EXPERIENCE)

Every business is successful when you create a good customer experience by delivering a good product.



CHALLENGE 6

THE OFFSITE CHALLENGE AND THE TWIST

In this challenge there will be games, activities and adventurous tasks to test their leadership and personal skills.



CHALLENGE 7

THE MONEY ITS EVERYTHING

Money is very important for a startup founder and their core team managing funds to raising capital.



CHALLENGE 8

THE LEVELUP CHALLENGE

Every startup needs to make a b-plan and pitch deck whats their business is about which helps team to have a clear vision and roadmap.



DEFINE

Work with your startup team to select a problem area, analyze the context and define a problem statement



CREATE

Get inspired by technology trends and use Design Thinking to generate lots of new ideas



VALIDATE

Experiment and test whether you have found a big opportunity by validating your assumptions with potential users



BUILD

Develop a business model and build a prototype so you can demonstrate your idea



PITCH

Prepare, Practice and Present your new startup idea to an expert panel and get valuable feedback

PROGRAM DESIGNER



Jeroninio Almeida

(Master Mentor and Entrepreneur in Residence)

He is the Author of the Bestseller series Karma Kurry and also India's highest paid Author.

He has an aggregate NPS (net promoter score) of 95% as a learning and Leadership coach, mentor and specialist.

He was mentor for the officer's of the Indian Armed Forces.

Jerry is a mentor to entrepreneurs and is a coach to global teams of start-ups and ventures from India and overseas like **Amazon, eBay, Global Giving, Omidyar Ventures, Acumen Fund** and has also been involved integrally with several unicorns in India like **Inmobi, RedBus, Ibibo, Make My Trip, Kony, Renew, Power, Azure Power, CtrlS**.

Jerry also serves on the advisory panels of United Nations organisations such as **UNDPO, UNODC, UNIDO, UN Volunteers, WHO, UNAids, CII, TIE**.



Gaurav Mishra

(founder, Managing Director)

He started his first venture at the age of 16. Since then he is passionately working towards the development of the startup ecosystem by helping fellow entrepreneurs and creating an impact by his talks.

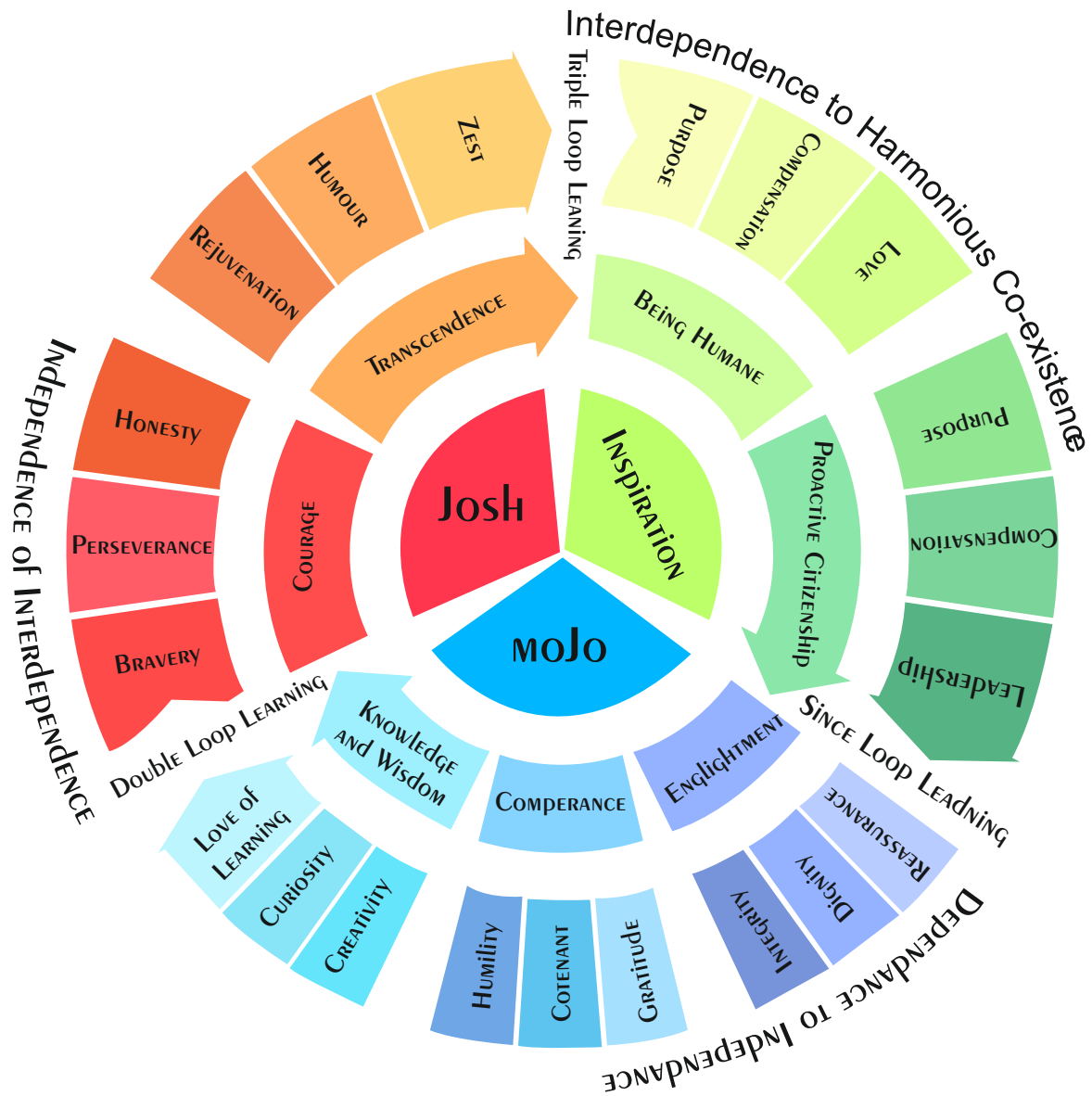
He has been Awarded the Karmaveer Chakra, Instituted by UN and iCongo for his Tremendous Passion and Work towards Entrepreneurship from the start of his Entrepreneurial Journey, 8 years back.

He has already successfully inspired 3000 students to initiate their own startup.

KARAMVEER CHAKRA
Award instituted by
iCONGO and the **UN**



VULNERABILITY



PLAN-PREPARE FOR TRANSFORMATION

Mentoring is an Art and Science. Our Mentoring program is developed after undertaking extensive research, creating a mix of theory and practical incorporating several ancient and modern studies from all over the world for bringing out the best in You.

moJOsh Inspirator is a book that has life and leadership lessons for Life-Work-Play Balance created using a concept called 'Evolving Mindful Consciousness' (EMC)

Mr. Jeroninio Almeida and his team have researched, interviewed and extensively observed over time several participants (over 7,00,000 people and 1,80,000+ people directly) whom He has worked with as a Mentor/Consultant/Coach/Advisor/Mentee.



“Let me begin to add value as Your chief believer and ambassador to promote the International Volunteering Olympiad. Once I have done that, I shall consider myself worthy and deserving for the Lifetime Achievement Award”

“I was energized and enthused by all your noble, humanitarian work and patriotic energy. If possible we must meet once every month and exchange ideas and views to work towards championing change together”. “Jerry, You are India’s answer to Jack Canfield and a Rockstar Storyteller”

“You can count on me. I am with you as your ambassador and more as ‘Just Another Volunteer’ in all your magnificent mojos endeavours. I agree with Dr. Verghese Kurien that the Karamveer Puruskar is the most credible honour because of your guiding principles of egalitarianism, simplicity, austerity, fairness and integrity.

I have huge respect for Dr. Verghese Kurien who was a dear friend and your 1st Lifetime Achievement Award recipient. Therefore, I feel that I need to do more in my personal capacity to deserve the lifetime achievement award which all of you have nominated me for.

TESTIMONIALS



DIPTI TIWARI

(Pre-Incubation Student, DSIMR)

There are Many Things and Factors around us that we avoid. The Sessions helped us to Realise what Mistakes we make by Avoiding them.



NAVIN PANDEY

(Pre-Incubation Student, DSIMR)

Very Different from typical Sessions, Quite Natural. Consisted of Healthy Discussions and Real Life Experiences.



TANVI INDALKAR

(Pre-Incubation Student, DSIMR)

We Learnt not just about Understanding ourselves, but also about Understanding other and Analysing both Positives and Negatives. The Sessions gave us Knowledge on Positioning our Product and Services and Creating our Image as per the Customer.



ADITYA KAPADIA

(Sed Member, Thakur college of science & commerce)

It was as amazing Experience, we learnt many methods of how to process and create a business plan. The speakers were very good and interactive.

Navayuvak[®]
Entrepreneurs