

# ENTRELOGY

Business School

## PROGRAM LAYOUT

[www.entrelogy.com](http://www.entrelogy.com) | SEP'25 Cohort

# A Business School Built By Entrepreneurs For Entrepreneurs



Mohit Gulati  
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Startup Mentor



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Bestselling Author  
Corporate Chanakya



Vidushi Vijayvergia  
Shark Tank S1  
Isak Fragrances



Honish Zaveri  
Angel Investor  
Kiani Ventures

# Post Graduate Program in **ENTREPRENEURSHIP**

India's only start-up focused Business School where  
every student

## **GRADUATES AS A STARTUP FOUNDER**

Our full time PGP in Entrepreneurship is designed to ensure every student gets **in-depth** knowledge of the start-up ecosystem and learns to **start, build, execute and scale their own start-up ventures** from dreams to reality.

### **1** **Experienced Entrepreneurs**

**Learn directly  
from A-League  
Entrepreneurs**



### **2** **Global Exposure**

**Study in the UK  
for 2 months and  
learn more about  
the UK Start-up  
Ecosystem**



### **3** **Funding**

**Get direct  
access to  
angel funds  
through EBS  
Network**

# PROGRAM STRUCTURE

India's first B-School with a 6-3-2 model where you build and run 3 real start-ups throughout the program.


**11 Months**

Course Duration

**3 Start-Ups**

to be built & run by students

**6 Months**

@ Pune Campus 

**100+**

Case Studies

**2.5 Months**

@ London Campus 

**20+**

Bootcamps and Workshops

**3 Months**

Startup Mentorship

**65+**

Subjects to be taught across 8 modules and 5 terms



# The EntreLogy 'Success Mantra'



## LEARN BY BUILDING START-UPS :

Every student builds & runs at least **THREE DIFFERENT START-UPS** throughout the year to understand and experience the ground reality of the startup ecosystem.



## INNOVATION & CREATIVITY :

Our curriculum is focused on fostering creativity, **OUT-OF-THE-BOX thinking**, challenging the conventional and hence promoting innovation



## GLOBAL EXPOSURE :

Our strategic partnership with London School of Business & Finance in the **UK** plays a pivotal role in helping students explore the UK ecosystem with **10 weeks of physical classes** to be attended at the London campus.



## ETHICAL LEADERSHIP :

**Integrity, Ethics & Social Responsibility** are integral to our approach. We strive to cultivate ethical leaders who prioritize authenticity and ethical decision making in daily life & business practices.



## INDUSTRY PIONEERS :

Our industry-first 6-3-2 curriculum ensures us to abide by our promise of helping every student **graduate as a startup founder**.

# COURSE OVERVIEW

## TERM 1 (LEARN THE FUNDAMENTALS)

Entrepreneurship Mindset Development	Innovative Strategies : Design Thinking in Business	Essential Business Principles	Startup Idea Generation
Startup Idea Validation	Navigating Company Formation : Startup India Incentives & Grants	Designing Go-To-Market Strategy	Mastering Sales Funnels
Basics of Marketing	Traditional Marketing Strategies	Brand Building Essentials : Branding V/S Marketing	Build your own Startup: Phase 1

## TERM 2 (ENTREPRENEURIAL TOOLKIT)

Basics of Digital Marketing	Optimizing Meta & Google Campaigns	Creator Economy & Influencer Marketing	Storytelling for Entrepreneurs	International Business
Maximizing Profit Margins : Pricing Strategies	Business Strategy	Achieving Competitive Advantage	Sustaining Competitive Advantage	Sales Strategies & Closing Techniques
Diving into D2C & E-Commerce	Market-Place & Quick-Commerce		Build your own Startup : Phase 2 (Dropshipping)	

## D2C BRANDING & MARKETING

WITH VIDUSHI VIJAYVERGIYA  
FOUNDER, ISAK FRAGRANCES





# COURSE OVERVIEW

## TERM 3 (ADVANCED ENTRENEURSHIP)

Objectives & Key Results with WBS Framework	AI & Emerging Technologies	Project Management	GAME Theory for Entrepreneurs
Finding a Co-Founder	Traditional Leadership Principles	New Age Leadership Strategies	Chanakya Neeti : Ancient Wisdom for Entrepreneurs
Building Your Dream Team: Strategies for Recruiting Top Talent	Scaling Your Team	Delegation: Empowering Your Team for Success	AI for Team Building & Recruiting
EV Industry in India for Startups	HealthTech Industry in India for Startups	Build your own Startup : Phase 3	

## TERM 4 (STARTUP FUNDING MASTERY)

Stages of Fund Raising	Investor Selection Strategies	Approaching Investors	How to Value a Start-Up?
Elevator Pitch: Capturing Investor Interest	Preparing a Pitch Deck	Closing the Deal: Selling to Investors	FinTech Industry in India for Startups
Food & Beverages Industry for Startups	Gaming Industry in India for Startups	Pitching Competition	Build your own Startup : Final Lap

## TERM 5 (UK)

Introduction to Financial Modelling	Building a Gross Profit Report	The Cash Calculation	Modelling different Types of Debts
Amortizing Debt	Depreciation	Assets vs Liabilities	Taxation
Sensitivity Analysis	Discounted Cash Flow Valuation	Business Simulation: Real-World Learning in Action	

# The Start-Up Trailblazer

Term 1	Term 2	Term 3	Term 4	Term 5
Setting the Foundation of Startups and Business Venturing	Deep Dive into Building and Scaling Startups	Building Technological and Leadership Expertise	All about Fund-Raising and Start-up Investing	Financial Modelling for Startups

## Boot Camps

(To be held every Thursday)

Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> <li>• Decision Making 101</li> <li>• Six Thinking Hats</li> <li>• Mind Maps</li> </ul>	<ul style="list-style-type: none"> <li>• IKIGAI</li> <li>• Future Forecasting</li> </ul>	<ul style="list-style-type: none"> <li>• Subliminal Marketing</li> <li>• Scenarios Building</li> </ul>	<ul style="list-style-type: none"> <li>• Geopolitics and India's Century</li> </ul>

## Workshops

Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> <li>• Growth Hacking</li> <li>• Analysing Local Businesses</li> <li>• Dropshipping</li> </ul>	<ul style="list-style-type: none"> <li>• Building Digital Presence</li> <li>• Building a no-code Website and Application</li> <li>• Business Storytelling</li> </ul>	<ul style="list-style-type: none"> <li>• Helping Local Business Go Digital</li> <li>• Scaling an Existing Business</li> </ul>	<ul style="list-style-type: none"> <li>• EntreLogy Tank (Pitching event)</li> </ul>





# GLOBAL EXPOSURE



Experience the global startup ecosystem and take your startup international as you grow your international network across the 10 weeks spent at the London School of Business & Finance



# COURSE MAP

START  
HERE

You are here

Learn the "basics  
of start-up  
ecosystem"

Grab in-depth knowledge  
of "marketing from  
industry experts"

"Build Your Own  
Start-up Phase-1"

Learn "Design Thinking &  
Innovation"

Master the "Art of  
Selling"

"Build Your Own  
Start-up Phase-2"

Discover " Tech & Artificial  
Intelligence for  
Entrepreneurs"

Master "Leadership" through a  
blend of modern and traditional  
strategies

"Build Your Own  
Start-up Phase-3"

Get In-Depth Knowledge of  
"Pitching and Raising  
Funds from Investors"

Work with a Founder as a  
"Founder's Office Intern"

1:1 Mentoring to help "Build  
Your Dream Start-up"

Learn Financial Modelling  
at "London School of  
Business & Finance"

"Build Your Own Start-up  
Phase-4"

Graduate as a  
Start-up Founder

# ADMISSION ROUNDS

## EARLY BIRD ROUND

Entrance Test	Result Announcement	Interview	Admission Confirmation	Last Day to Reserve Spot
-	-	20th March	22nd March	31st March

## ROUND 1

Entrance Test	Result Announcement	Interview	Admission Confirmation	Last Day to Reserve Spot
12th April	12th April	13th April	15th April	20th April

## ROUND 2

Entrance Test	Result Announcement	Interview	Admission Confirmation	Last Day to Reserve Spot
17th May	17th May	18th May	20th May	25th May

## ROUND 3

Entrance Test	Result Announcement	Interview	Admission Confirmation	Last Day to Reserve Spot
28th June	28th June	29th June	30th June	5th July

## ROUND 4

Entrance Test	Result Announcement	Interview	Admission Confirmation	Last Day to Reserve Spot
19th July	19th July	20th July	22nd July	27th July

## ROUND 5

Entrance Test	Result Announcement	Interview	Admission Confirmation	Last Day to Reserve Spot
16th August	16th August	17th August	19th August	24th August

## FINAL ROUND

Entrance Test	Result Announcement	Interview	Admission Confirmation	Last Day to Reserve Spot
6th September	6th September	7th September	9th September	14th September

# FEES STRUCTURE

	DEPOSIT (INR)	TUITION FEES (INR) (Incl. GST)	TEST FEES (INR)
<b>EARLY BIRD ROUND</b>	21,000	7,10,000	-
<b>ROUND 1</b>	21,000	7,31,600	1000
<b>ROUND 2</b>	21,000	7,45,000	1000
<b>ROUND 3</b>	21,000	7,55,000	1500
<b>ROUND 4</b>	21,000	7,60,000	1500
<b>ROUND 5</b>	51,000	7,60,000	2000
<b>FINAL ROUND</b>	51,000	7,75,000	2000

\*Merit based scholarship available. The scholarship is awarded solely based on student's academic achievements, talents, or other merit-based criteria, not on financial need, and that the institution reserves the right to modify or revoke the scholarship if the student fails to maintain the required academic standards or violates any eligibility guidelines



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