



IBEP - IREU Budding Entrepreneurs Program

Designed by :

Thejasvi

Serial Entrepreneur
Motivational Speaker
Business Coach and CEO of IREU



www.ireu.education



IREU Education

An education company started with a vision to bring Industry expertise into academic world. Based in Manyata Tech Park, Bengaluru.

IREU has copyrighted over 35,000 hours of teaching content for UG/ PG degree programs, which are primarily in industry sectors of International Real Estate, Construction Industry, Infrastructure Industry, 3D Printing and Facilities Management Industry.

IREU Entrepreneurship Program is our flagship program designed with a vision to mentor students in becoming self-sufficient and channeling their creativity into producing something unique or solving a problem in this competitive environment.

CEO Profile: Thejasvi D.S.

*Thejasvi DS, A mentor to young Entrepreneurs,
Motivational Speaker, business coach !!*

CEO – IREU Group of companies, headquartered at Manyata Tech park, Bengaluru.

Worked across the globe at senior management levels for last 20 years in corporate world .

Started his young entrepreneurial journey at the age of 16. At the age of 21, he was a part of team which developed a project called Bhoomi –Digitizing land records which had won silver medal as 2nd best e-Governance Project.

His vision is to make every student enterprising, with **this** in mind, he started a company in 2019 called IREU EDUCATION.

Thejasvi has guided more than 100+ start ups in **scaling up** their business, through his intervention, 18 start-ups have **secured** funding of 1M\$ each through his network of Investors and VC's.



IREU Budding Entrepreneurship Program I-BEP: *Ideas, Innovation and Entrepreneurialism*

This program is intended for students and prospective entrepreneurs who want to develop an entrepreneurial and innovative mindset and prepare to achieve the pinnacle of their chosen profession.



STUDENT'S JOURNEY



Program Stage	Level 1	Level 2
	I-BEP Think Start-up	I-BEP Launch Start-up
Description	I-BEP Think Start Up provides an opportunity for students to develop an entrepreneurial mindset, network with experts and peers, and start their journey of building dream startup. This program is created by experienced mentors who have understood that working on mindset is the first step towards entrepreneur journey.	I-BEP Launch Start-Up gives students the opportunity to learn how to start their own business and construct their ideal startup. This program is an experiential, dynamic, and intensive program mentoring students to turn their ideas into ACTUAL VENTURES, allowing them to become successful entrepreneurs.
Who can apply ?	Students who want to <ul style="list-style-type: none"> ❖ Understand the start up ecosystem ❖ Learn the process of developing a concept into a successful company ❖ Launch their start up ❖ Explore Joining & growing family business ❖ Be enterprising in the corporate world 	Completed I-BEP Think START-Up <p>Students who want to Those with a validated idea and planning to launch their venture with an investable pitch deck. Students who are dedicated and self disciplined to finish the level 2 I-BEP program and gain value for themselves and their businesses.</p>
Program Highlights	<ul style="list-style-type: none"> ❖ Power-packed session stole arncore entrepreneurship concepts ❖ Real-life case studies and interviews with successful founders ❖ Rich Learning Resources, Tool and frameworks to aid your entrepreneurial journey ❖ Mentor Connects and Master Facilitators ❖ Network with experts and peers 	<ul style="list-style-type: none"> ❖ Pitching Opportunities to potential Investors ❖ Network with experts, Mentor Connects and Master Facilitators ❖ A refined, market validated Business and financial model and go to market strategy ❖ Access to Incubators / Accelerators ❖ A pitch deck ready for incubator / accelerator / investor as relevant ❖ Readiness to launch a new venture
Program Format	Format Style : Blended learning Duration : 8 weeks Teaching hours : 30 hours Online Teaching hrs : 14 hrs - 8 sessions Classroom Teaching hrs : 16hrs - 8 sessions Final Pitch day : Presentation on 8th week	Format Style : Blended learning Duration : 4 months Teaching hours : 75 hours Online Teaching hrs : 14 hrs - 8 sessions Classroom Teaching hrs : 16hrs - 8 sessions Final Pitch day : Pitching to the Investors

Week	Sessions	I-BEP Think Startup	Sessions	I-BEP Launch Startup
Week 1	1	The exciting world of Startups: An introduction	1	Introduction to Entrepreneurship - Overview of Entrepreneurship - Activity for entire week
	2	Bringing out the Entrepreneurial Leader in you		
Week 2		Ideas that change the world : find exciting startup ideas	2	The Entrepreneurial Strategy Compass Collaborate or compete? Build a moator storm ahill?Entrepreneurial Process - Identifying Opportunities - Market Research - Financing Options - Activity for entire week
		Startup Opportunity Validation : Are you solving problems worth solving?	3	Innovation-The Disruption Strategy
Week 3		Building a product or service that customers love	4	Marketing - Creating Value chain Strategy Marketing and Customer Service - Managing Brand Identity - Understanding Customers - Developing an Effective Marketing Plan
Week 4	6	Business Models that help build viable startups	5	Pitch Deck Competitive Analysis
Week 5		Building the 'A-Team' for your Startup		Product road Map-Launching a Product
Week 6	8	Taking your startup to the market : The big launch	7	Operational Plan - Commercialisation(90) Business Operations - Human Resources - Business Law - Tax Considerations
			8	Entrepreneurial FailureInvestments- Risk,Return,Impact
Week 7	9	Securing funding for your Startup	9	Business plan preparation Financial projections Market entry SWOT analysis / PEST analysis
Week 8	10	Presentation format for Pitch Day	10	Final Project - Final Presentations and Discussion(120minutes)



**Concept
Generation**



**Business
Model Design**



**Sales &
Marketing**



**Finance &
Business
Modelling**



Networking



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