MOONPRENEUR
Igniting Sparks of Innovation

E & ICT Academy
IIT Guwahati

E&ICT Academy IIT Guwahati
in Collaboration with
Moonpreneur

presents

ENTREPRENEURSHIP AND LEADERSHIP DEVELOPMENT PROGRAM (ELDP)

LEARN ENTREPRENEURSHIP AND BUSINESS CONCEPTS FROM

INDUSTRY LEADERS AND WORLD-CLASS MENTORS

Program Duration: 21 Weeks (Saturdays)
Start Date: November 2022

An Entrepreneurial and Innovative Mindset Will Be Critical for The Future of Work
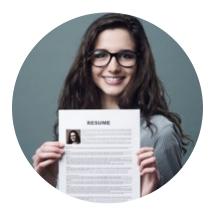
Begin your entrepreneurial
Journey

Take your startup idea
From concept to reality

Present your business pitch to
Global experts and investors

Build a top-notch resume
For college admissions

Internship & employment
opportunities

Certification by E&ICT academy
IIT Guwahati and Moonpreneur

Enrollment For Entrepreneurship And Leadership Development Program is Now Open!

This program is for students and aspiring entrepreneurs keen to develop an entrepreneurial and innovative mindset and prepare for stellar career opportunities

Program Fee: **37000 plus GST**

Course Outline

Ideation	Design Thinking	Sales & Marketing	Business & Finance	Communication & Presentation
• Idea Sourcing – Where do Ideas Come From • Start-Up Idea • Vision & Value Prop – Building the Idea • Idea validation	• Design Thinking • Empathy – Design Thinking • Define Problem Statement • Ideation • Prototyping & Testing	• Total Addressable Market (TAM) – Market Research (MR) & Market Analysis • Social Media & Digital Marketing • Go To Market – S&M Strategy	• Business Model, Pricing & Packaging • Revenue Model & Financial Accounting	• Presentation & Comm Skills • Critical Thinking • Video Creation Basics • Team Building – Networking

Student's Journey

THE EXPLORATION JOURNEY

THE PITCHFEST

THE INCUBATION

Explore your ideas choose the one you want to pursue

You will come up with a business pitch and present it at the PitchFest to global experts and innovators

Opportunity for qualified teams to apply for incubation at IITG Incubation Centre.

⚑ What Is The Program About? ⚑

Entrepreneurship and Leadership Development Program (ELDP) is an entrepreneurship program, for 15-23 old students, delivered by global leaders and experienced mentors. The program provides experiential and project-based learning. Each student works in a team and prepares a pitch and presents it to a global jury of angel investors, successful entrepreneurs, and subject matter experts.

Program highlights

• A 21-week Bootcamp Program

• 40+ hours of LIVE instructor-led sessions spread across 21 weeks (Saturdays)

• Opportunity to pitch your ideas to global industry leaders

• Angel investors to invest in your idea

• A participation or completion certificate issued by E&ICT academy IIT Guwahati and Moonpreneur

⚑ Who Can Apply For The Program? ⚑

Students Pursuing Degree Courses

Opportunity to develop entrepreneurial skills and broaden your horizons. This program will assist in your present and future entrepreneurial journey. It will help you to get more from your existing courses and enjoy better career opportunities.

Upcoming Entrepreneurs

Entrepreneurs and Innovators, who have already identified their startup idea can join the program. It will assist you in developing and refining your business idea. Pitching your idea to the judges, who are global business leaders and industry experts will give you a better understanding of the business potential and feasibility of your startup idea

Debutant Juggling Ideas

A perfect platform for creative minds to zero on an idea. Ample opportunities to brainstorm, engage with like-minded people, form teams, and finalize an idea vetted by the team. During the

course, you will learn skills to develop the business idea and pitch deck. The experience will help you to be better prepared for future entrepreneurship. When you come across a great startup idea, you will be able to move ahead with confidence.

People with Entrepreneurial Dreams

Upskill yourself with leadership and must-have entrepreneur skills. The skills would be an enabler in getting into strategic roles and great career progression.

Scions of Business Families

The leadership and problem solving skills that you will gain here will help you understand your family business better.

◥ Application Process ◤

Step 1
Submit Application

Step 2
Application Screening

Step 3
Get Admission

Upon the completion of this program, you will recieve:
Entrepreneurship & Leadership Development
Program by E&ICT IIT Guwahati

Enroll Now

◥ Skills to Master ◤

- Entrepreneurial mindset
- Entrepreneurial skills
- Startup skills
- Leadership skills
- Business ideas development skills
- Prepare for a future as an entrepreneur
- How to scale family business skills

🏴 Meet our global instructors and Advisors 🏴

Ken Burke
Founder,
EntrepreneurNOW/MarketLive
CA, USA

Ali Davoudi
Vice-Chairman, Million Air
TX, USA

Upen Varanasi
CEO & Chairman,
Riversand Technologies
TX, USA

Ram Viswanathan
President & CEO,
Nathan Research In
TX, USA

Hemant Kale
Founder,
Fortune Makers LLC
TX, USA

Prof. Mohd. Shameem Jawed
Chair, Entrepreneurship Development at Indian
Institute of Management Visakhapatnam
Bengaluru, India

Jeby Cherian
Chairman, Blubirch and Co-creating Isha
Leadership Academy at Isha Foundation
CA, USA

Dr. Shambavi Aamir Alve
Psychologist and Therapist
Guwahati, India

Nagesh Konduru
Founder & CEO - Banyan
Data Services
CA, USA

Rod Robinson
Advisory Board Member, Techstars
USA

Corey Johnson
Director Supply Chain, P&G
WA, USA

Mahavir Jain
Startup Leader, Cognizant
Accelerator
TX, USA

Alok Jain
CEO, Co-founder
Moonpreneur
CA, USA

Vishal Malhotra
COO, Co-founder
Moonpreneu
NC, USA

Vikas Shukla
CIO, Co-founder
Moonpreneur
MA, USA

Sailesh Malhotra
Managing Director
Moonpreneur
Bengaluru, India

Saurabh Gupta
DC Office of State of Education
(OSSE)/IMF/World Bank
Washington DC, USA

Hetal Sonpal
TEDx Speaker
Gurgaon, India

Shveta Dogra
Tech Director
Virginia, USA

Sonika Kapur
Life Skills Coach
Gurgaon, India

About E&ICT Academy

Electronics & ICT Academy Indian Institute of Technology Guwahati (IIT Guwahati). As an initiative of Ministry of Electronics & Information Technology (MeitY), the Academy was setup at IIT Guwahati under the scheme of "Financial Assistance for setting up Electronics and ICT Academies". On 26 March, 2015 the project started at IIT Guwahati and the Academy was inaugurated by Prime Minister Shri. Narendra Modi on 19 January, 2016.

The objective of the Academy is to provide skill training to the Faculty Members (Engineering & Non-engineering) in the area of recent trends in engineering & ICT application. The Academy is designing specialised modules for imparting quality training for enhancing employability and capacity building in the area of Electronics & ICT. In the past 7 years the Academy has successfully conducted 300+ Faculty Development Programme through conventional classroom teaching and NKN virtual classroom mode in different Institute/University of North Eastern

States in particular and few in other states of India. Till date the Academy has successful trained 18000+ participants.

The Academy has also signed MoU with Institutes/Universities for hosting the programmes and for conducting hands-on session the Academy collaborated with Industries as Training/Industry Partners. The Academy is also offering online Advance Certification Course in the area of Data Science, Artificial Intelligence & Machine Learning, Big Data, Cloud Computing, Full Stack and VLSI Design and trained 1000+ graduates and working professionals.

The Academy has also delivered training to Assam Police official on cybercrime concepts and trained 90+ officials. The project has been extended to 30 September,2022. The academy has been given a target to train 13019+ faculties till 30 September 2022, the Academy has achieved the same by 31 March 2022.

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About Moonpreneur

Moonpreneur, formerly known as Moonshot Jr Inc., is a Silicon Valley startup with a mission to ignite the spark of Innovation and Entrepreneurship in the new generation to prepare them for the work of the future. Moonpreneur spans 9+ countries with a highly accomplished group of globally recognized mentors and teachers.

Contact US

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