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What will be the top course outcomes and takeaways for you.

## WHAT IS MINI MBA?

At Value Kreation, we believe that our ability to achieve success depends on the strength of our wings gained through knowledge and experience. The greater our knowledge and experience, the higher we can fly. And here, with Mini-MBA, we are sharing our experiences, mistakes and the learnings of past 5 years so that a lot of students, wannabe entrepreneurs and entrepreneurs make better use of it and come out with successful results.

Mini MBA is a one month course where you will learn about entrepreneurship and help your career grow. Learn - Idea to IPO, Product Development, Digital Marketing, Funding, Sales, HR, Bootstrapping and so much more! Get an overview of how an organization works paired with case studies of successful entrepreneurs, startups, and businesses. Implement your learnings & practice the skills you learn with internship at 15+ Startups from Nagpur.

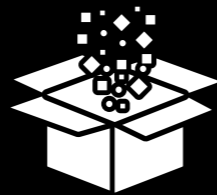
This is an initiative for fostering and development of entrepreneurship and startup culture in Central India, by Value Kreation. We (Value Kreation) are an international training organization based out of India and Germany. To know more about us visit [www.valuekreation.com](http://www.valuekreation.com)

# COURSE OVERVIEW



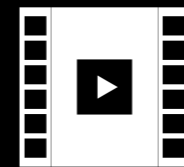
**WEEK 1**

**IDEA TO IPO**



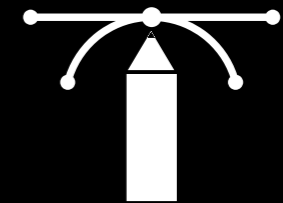
**WEEK 2**

**FUNDING &  
FINANCE**



**WEEK 3**

**M-B-A  
(MARKETING,  
BRANDING &  
ADVERTISING)**



**WEEK 4**

**SKILLS TO  
MASTER**



# COURSE OUTLINE

## **WEEK 1 IDEA TO IPO**

- 1) Romanticizing Entrepreneurship
- 2) Idea to IPO (lifecycle of business)
- 3) Business Idea Generation, Validation, Protection
- 4) Business Plan, Business Model & BMC-LMC
- 5) Balance sheet and P&L

## **WEEK 3 M-B-A MARKETING BRANDING & ADVERTISING**

- 1) Sales, Sales vs. BD
- 2) Closing Role Play and Sales Management
- 3) Branding
- 4) 26 Types of Marketing to Digital Marketing
- 5) Getting 100 Initial Customers & Doubling profits

## **WEEK 2 FUNDING & FINANCE**

- 1) Bootstrapping
- 2) Funding your business
- 3) Valuation of a Startup, Bookkeeping
- 4) 23 Revenue Models
- 5) Kickass Team Building Hiring  
Interviews-Salary-Culture

## **WEEK 4 SKILLS TO MASTER**

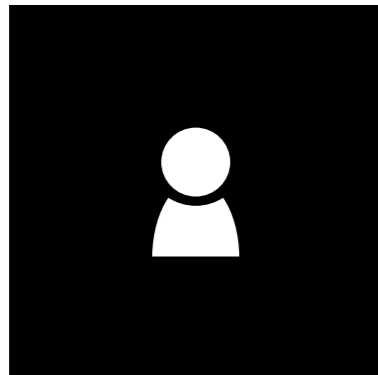
- 1) Illustrator or Photoshop
- 2) Adobe Premier Pro
- 3) Website & Webshop
- 4) Tally or QuickBooks
- 5) Put your business on Autopilot

# SPECIAL SESSION



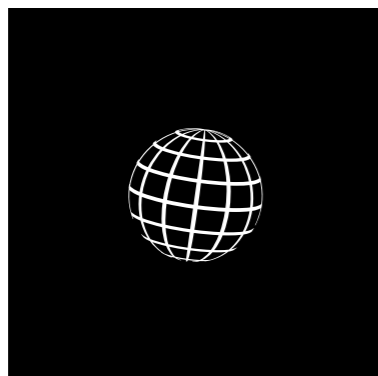
## **CASE STUDY - NAGPUR ANGEL INVESTOR**

- 1) Why he invests?
- 2) In whom he invests?
- 3) How he became an investor.



## **CASE STUDY - STARTUPS & FOUNDER FROM NAGPUR WHO RAISED FUNDS**

- 1) Cocreato 2) Scholfin 3) Motorodi 4) getnow.at 5) rankjunction 6) Neuron 7) Climber 8) Tsecond 9) Mywidows 10) Lithos Motors (Any few)



## **CASE STUDY - INTERNATIONAL STARTUPS AND FOUNDERS**

- 1) Zappos (Tony Hsieh)
- 2) Instagram (Kevin Systrom) & more

# WEEK 1

**ROMANTICIZING ENTREPRENEURSHIP**, a walk through of how your career as an entrepreneur will look like. You will take inspiration world's most sought after entrepreneurs and entrepreneur who live among your neighborhood. This topic will also cover real life example and **CASE STUDIES** of successful companies. How were these companies created and what exactly they did to become leaders. This will be followed by **IDEA TO IPO**. Next is **BUSINESS IDEA GENERATION** - Top 13 ways to generate great business ideas! 10 ways to differentiate "business idea" from a normal idea. **IDEA VALIDATION** - 15 best ways to validate your idea - in simple words, 15 ways to check if your idea will work or not! **IDEA PROTECTION** - How to protect your idea from your competition, spamming, etc. This will also cover the legal work of idea protection. (please refer to note\*). **BUSINESS PLAN** - a roadmap for your business that outlines goals and details how you plan to achieve those goals, and **BUSINESS MODEL** - what products or services the business plans to manufacture and market, and how it plans to do so, including what expenses it will incur. Week will culminate with an awesome learning, case study and activity, where we all will make and renovate our Business Plans with **BUSINESS MODEL CANVAS** and **LEAN MODEL CANVAS**.

# WEEK 2

Rupees. Dollars. Pounds. Euros. **SALES** - the most important department in any organization. Sales is the department that generates revenue. No matter how good your manufacturing operation is, how cutting-edge your technology is, how tight your financial goals are or how progressive and forward-thinking your management techniques are, you must still have a sales mechanism in place, or everything else is useless. Needless to say that this is the most important week for entrepreneurs, You will learn the best practices of successful sales, **14 TOP CLOSING TECHNIQUES**, how to make a sales dashboard and so much more. This week we will also cover, How to hire the best salespeople and how to manage & retain them effectively. Next you will learn **26 BEST PRACTICES OF MARKETING**, this will cover both offline marketing like customer engagements, community outreach, affiliate marketing, discounts etc. and online marketing like facebook marketing, instagram marketing, blogs, content marketing, etc. You will learn **M-B-A** which is marketing, branding and advertising. What are **22 IMMUTABLE LAWS OF BRANDING**, and how to make a Branding KIT. Second week will end with **GET YOUR 100 INITIAL PAYING CUSTOMERS** - which is exactly what it says.

## WEEK 3

Business owners seek out cash to help with its growth or to keep it going through a rough patch. So, planning how to **FUND A BUSINESS** is very important. From the plethora of Funding options available today you will learn which of the funding options are most effective for you and your business. Next is **BOOTSTRAPPING** - business grows, it generates revenue which enables further growth. What are the best practices of bootstrapping and how to incorporate them into your everyday operation can change the game for business. Your ability to read a balance sheet is directly proportional to your ability to run a successful business. **BALANCE SHEET & P&L**, may seem intimidating, but don't worry. You will learn how to improve your profits, two golden rules to good financial management, creating financially intelligent organization, etc. Next is **VALUATION OF STARTUP** - How would you measure the value of a company? Since, entrepreneurs need to put a value on their startups in order to raise money and distribute equity among core team and investors. A very crucial topic since it will help you solve major funding, investment and even HR related issues. Valuation of a startup will be followed by Bookkeeping - it involves the recording of financial transactions and other information related to the business on a day-to-day basis. A simple yet important subject as it directly affects your profit statements. Last is **23 REVENUE MODELS**, a revenue model is a plan or an outline of how your business will make money - you will learn what are the top 23 revenue models ever and out of these 23 which suits your business and your market segment the best.

## WEEK 4

Last week you will learn the top skills which contribute to success of any organization, entrepreneur, employee or startup. These are - **PHOTOSHOP** will help you create content on the go. Be it editing images for your social marketing or create amazing graphics for your website. Photoshop will help you take your content to next level and stand out and ahead from the competition. Want to create an amazing logo for you company or design a huge flex for your promotion and branding, Illustrator is the answer. With **ILLUSTRATOR** you will learn how to create beautiful graphics fast & easy. **WEBSITE** is hero of this century. How - tell us one good business you know who doesn't have a website? A good website can boost a business whereas a bad one can drastically affect it too. And why pay someone else to do it when making a good interactive website is so damn easy. You will learn how to make a website from scratch, how to use awesome photos without spending on a shoot, create an online payment gateway & customer chat box. With **WEBSHOP** you will learn how to create an online shop for your products. Learn e-commerce, f-commerce and i-commerce. Remember we mentioned bookkeeping in week 3 - **TALLY** or **QUICKBOOKS** help you maintain your everyday financial transactions super easily. You can see how your money is travelling, what product makes you most profit, where you can use cost cutting, where you can increase your profit margins - everyday, week, month and year. Keep your finances up to date and in check.



# MINI MBA TRAINERS

## BALDEV SINGH RAWAT

*Educator | Author | Entrepreneur*

Founder of Think Value Kreation Pvt Ltd

Founder of Resume It Up

Co founder of Bow Bow

IIM-B (Stratrgy Consulting)

Co author of Strength Ecology

Trained students and faculties at New Delhi, Nagaland, Mumbai, at Institutes like IIM-Indore, XLRI, ILS Pune, VNIT etc



## RUCHA KALE

*Design Entrepreneur | International Trainer*

Founder & CEO of Bows By Rucha

Ex-MD of Global Clothing Company

Ex-COO of Nobre Clothing Inc

Board Member of GYAT Foundation

Trained students at Johannesburg, South Africa; Surat, India, Judged business plan competitions at IIM-Indore etc

## ANGAD SINGI

*Entrepreneur | Psychology Nerd | Voracious Reader*

Founder at Lithos Motors

Curator at The Grit

Ex-Community Manager at Neuron Inc

Founder & Captain of SAEINDIA Collegiate Club

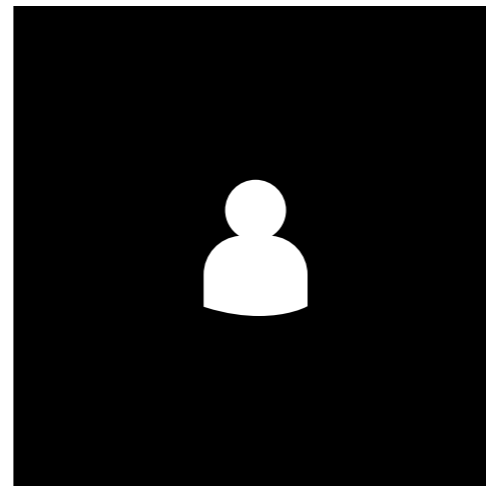
Angad started with a startup “Padhantu” at college, just after Engineering from Nagpur he raised around 50 lacs for his next startup.



# COURSE DETAILS

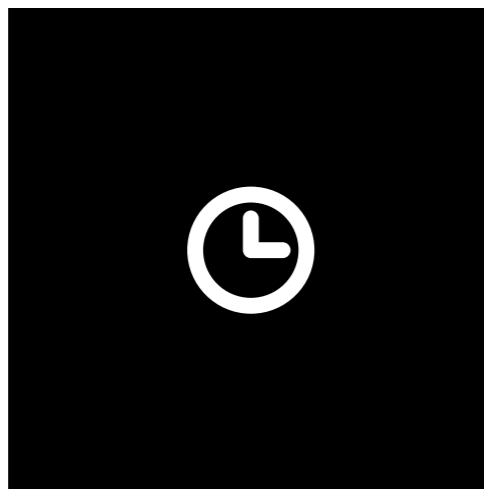
## DURATION

Course Length - 1 Month  
Starts - 10 Dec 2018



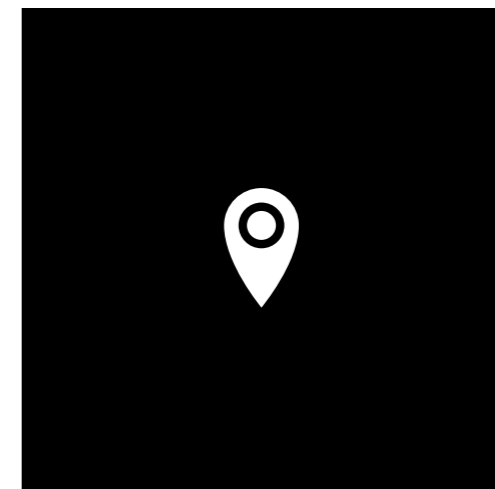
## REGISTRATION

Call - 8668309096 or  
9766914212.  
[www.minimba.in](http://www.minimba.in)



## FEES

This workshop is priced at  
INR 15,000 per person.



# COURSE BENEFITS

**(FOR STUDENTS)**



Get overview of Business before you do your MBA

Choose your MBA major effectively

Mini MBA international certificate

Ensure a high paying job and faster promotion.

Help grow your family business

# COURSE BENEFITS

**(FOR WANNA BE  
ENTREPRENEURS)**



Kickstart your idea into reality/business/startup

Practical knowledge of how an startup works  
& Get the right people to work with you

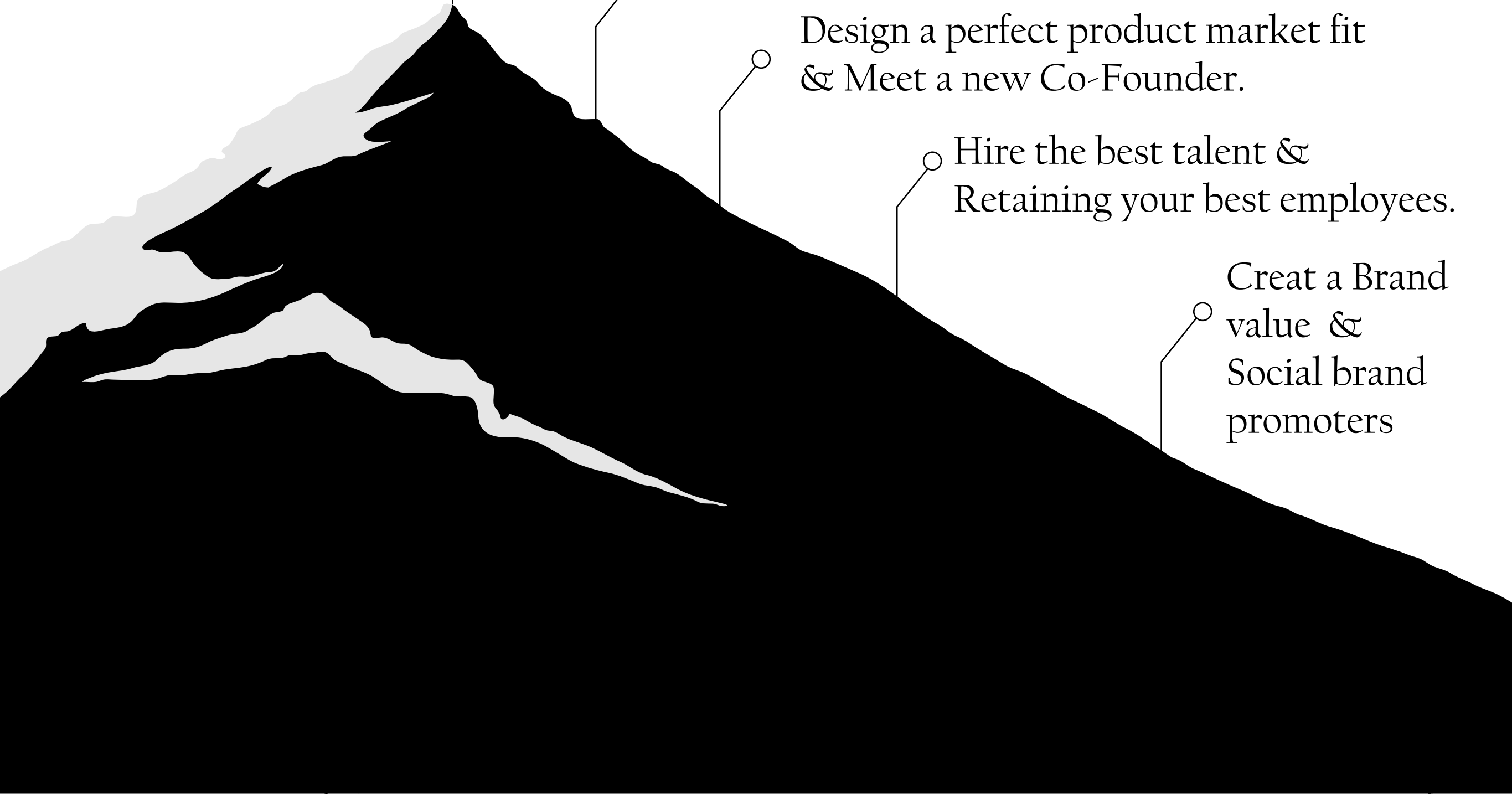
Choose the right mentor.

Get your 100 initial paying  
customers

Fund your  
Idea.

# COURSE BENEFITS

**(FOR EARLY  
ENTREPRENEURS)**



Convert customers into paying and recurring clients  
& Take your business international

Approach VC & Manage your  
funds effectively.

Design a perfect product market fit  
& Meet a new Co-Founder.

Hire the best talent &  
Retaining your best employees.

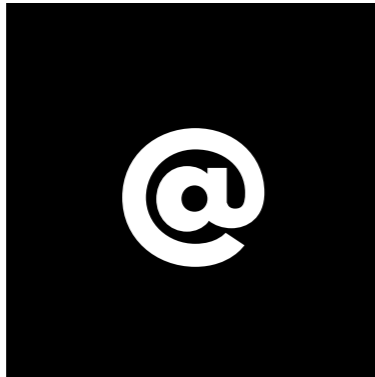
Creat a Brand  
value &  
Social brand  
promoters

# HOW TO APPLY



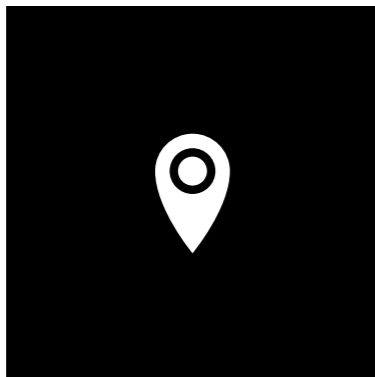
## CALL US

Simply give us a call on 9766914212  
or 8668309096.



## WEBSITE

You can register yourself online on our website.  
Visit - [www.minimba.in](http://www.minimba.in)



## VISIT US

Visit us at our city office. We serve great tea!!  
28, Value Kreation, Adiwasi colony,  
Near Mangalmurti Sq, Nagpur.



**LET'S CREATE  
SOMETHING  
EXTRAORDINARY!**

