



 **MIDAS**™
SCHOOL OF ENTREPRENEURSHIP

ENTREPRENEURS ARE MADE,
NOT BORN!



A star is just like an entrepreneur in the making!

A star is made as a result of a fusion of various elements. Similarly, entrepreneurs are a fusion of ideas and their potential in a challenging business space.

- The way a star's core expands to attract the surrounding particles, entrepreneurs, through our immersive coaching and experiential learning, explore the potential to expand their core to address a problem and make the world a better place.

At MIDAS, every student explores, experiences and emerges as a star; as an entrepreneur.



We acknowledge your
FLICKER TODAY

So, you shine
LIKE A STAR, TOMORROW

MIDAS School of Entrepreneurship is a galaxy of wisdom and a milky way of expertise. Here, we've combined Management, Innovation, Design, Arts & Social Sciences to help you illuminate the star within you. With an aim to create and develop education facilities, our programs enhance and brightens budding entrepreneurs & individuals with their family businesses to explore limitless possibilities. It is an institution that helps discover your spark and incubates your potential, creating dedicated, ambitious and skilled entrepreneurs to serve the society and the nation at large.



VISION

We create entrepreneurs.

Our vision is to reach out to every dreamer who wants to make a difference and leave a mark on this wonderful journey called life.

Further we believe in challenging the status-quo by using the pathbreaking and unique framework of coaching methodology.

At MIDAS, we bridge the gap between dreams and reality.

MISSION

We are in the business of coaching entrepreneurs. We coach students and existing business owners by innovating and helping designing products, services and processes. At MIDAS we challenge the status-quo constantly by using the four crucibles - Innovation, Creativity, Critical Thinking and Incubation.

ADVISORY BOARD



Ness Wadia

Advisory Board Chair
Managing Director, Bombay Burmah Trading Company Ltd.
Joint Managing Director, Bombay Dyeing
Director, Britannia Industries Ltd.



Dr. YSP Thorat

Ex-Chairman, NABARD
Executive Chairman for Dry land Farming Commission



Sandeep Gupta

A multi million dollar Fund Manager
Former Head - Fund Management and Chief Financial Officer
at Citi Venture Capital International



Dr. Pavan Mamidi

Director of the Centre for Social and Behaviour Change
(CSBC), Ashoka University

ADVISORY BOARD



Yogesh Mehra

CEO & Founder, Tribe Student Accommodation
CEO & Co-Founder , Radical Spaces - YOLO Life



Susmita Vikhe Patil

CEO, Pravara Rural Education Society, Pravaranagar
Director, HAL-Pravara Aviation Institute



CORE VALUES

Excellence

Creativity

Passion

Guru Shishya Ethos

Non-Violence

CORE PRINCIPLES

Coach Autonomy

Human Dignity

Environmental Awareness

SELLING
A DREAM
IS THE MOST
IMPORTANT TASK
OF AN ENTREPRENEUR



THE SPARK THAT SET OUR GALAXY RIGHT



Prof. Parag Shah

Founder & Chief Mentor

Parag Shah is a dreamer, an entrepreneur, an educationist and a coach who has transformed many lives with his guidance and inspired many individuals with his spirit.



OUR STAR HUNTING MAESTRO



Ms. Pooja Shah

Managing Director

In a world full of job seekers, there are few guiding lights which lead the way to create job enablers. Ms. Pooja Shah is the custodian of million dreams becoming successful entrepreneurial entities and even better humans.



THE GALACTIC NUCLEUS



Mr. Chirag Gujarati

Chair - Entrepreneurship Program

Building a commune of entrepreneurs from all walks of life requires a prolific and dynamic mindset. Mr. Chirag Gujarati enables this ability with his extensive academic and entrepreneurial background.

WHY MIDAS

Student To Entrepreneur in 11 months

For Starting Your Own Business

OR Joining Your Family Business



What makes Entrepreneurship different from an MBA

In simple terms an MBA leads you to a job. Entrepreneurship at MIDAS makes you a business founder or a family business successor.



The Contrast

The decade-old puzzle about Entrepreneurship & MBA, which one of them offers 'the right guidance during the tough times' is now simplified by MIDAS's experts. It is derived from the 4 types of entrepreneur's approach to reasoning, which is way more effective and pragmatic than that of an MBA.

EFFECTUATION

Effectuation assists the entrepreneurs in the process of opportunity identification and new venture creation, which is way different from an MBA's approach. The approach of an MBA is predetermined, by first setting the goal with a given set of means and needs, later finding alternate ways to achieve that goal. On the other hand, entrepreneurship stands on the foundation of 'effectuation' which does not begin with a specific goal. Instead, it begins with a given set of means and allows goals to emerge naturally over time with the varied imaginations and diverse aspirations of the entrepreneurs and the people they interact with.

CRITICAL THINKING

Critical thinking becomes the most important tool for an entrepreneur to possess. The core of Critical Thinking skills includes observation, interpretation, analysis, inference, evaluation, explanation and metacognition. Critical Thinking is Socratic Teaching, in which the focus is not on providing answers but on asking the right questions.

INNOVATION

The process of ideation, brainstorming and thought doctoring leads to the creation of exciting and innovative product ideas. Students learn a deliberate process of opportunity recognition and discovery. They learn how to generate ideas by taking rarity, value and their entrepreneurial fitment into consideration.

INCUBATION

Incubation involves a productive method in which the students nurture a new product/service & innovate it into an existing business setup. In this approach, students are provided with the necessary support system to form their own company, create prototypes of their products, get legal and technical assistance and most importantly, benefit out of one-on-one business mentoring from our mentors.

An MBA will result in getting you a JOB. Entrepreneurship enables you to **GIVE JOBS** through your startup or family business.





PGCM IN ENTREPRENEURSHIP



EXPLORE
ENVISION
EXCEL

Student to Entrepreneur

To Start Your Own Business

A business starts with an idea. But more often than not, you may not be sure which idea is good to begin with. There are also instances when you may not have an idea at all, but want to start a business. A young mind is prone to think faster than the speed of generated ideas.

"I have multiple ideas and sometimes none. What business am I best suited for?"

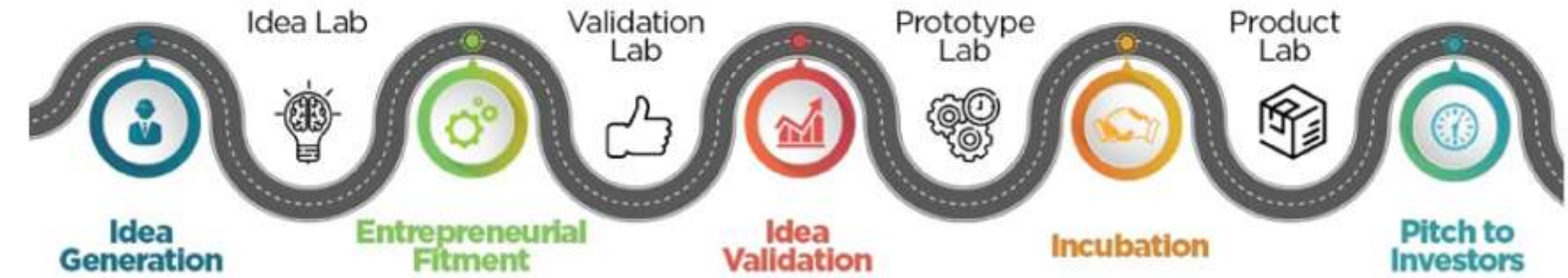
"How do I know the market will accept my idea?"

"Is there any place to get all resources under one roof, for starting a business?"

These questions are not always thought of upfront but become a hurdle when neck deep in business. MIDAS enables you to answer these questions right at the outset of your entrepreneurial journey, so you don't waste your precious time trying to figure things out, and instead launch yourself head-on with a scientific understanding.

STUDENT TO ENTREPRENEUR ROADMAP

To Start Your Own Business



STUDENT TO ENTREPRENEUR

To Join Your Family Business

A family business comes with a history of people, working methods and clients who are used to a certain service standard. Getting inducted into an existing business comes with a lot of responsibility, more so when you are the heir to the business.



The above are questions not just in the minds of the heir joining the business, but even more relevant for the promoters such as the parents and relatives involved in the business.

In the PGCM program, students willing to join the family business undergo a journey from



BUSINESS DIAGNOSTIC



AREAS OF EXPERTISE



ROADMAP FOR INITIATION



ACTION PLAN AND GOAL SETTING



SUCCESSION PLANNING WITH KEY STAKEHOLDERS

To help you join your family business, MIDAS works extensively with the family members involved in the business to make the transition smooth for both the student and the established members.



IDEA GENERATION

This phase involves exploring the ways of becoming more creative, learning from the existing brands through marketing, creating products and services through real time activities.

Why Idea Generation?

If you have ideas, this phase, through brainstorming helps you arrive at the one to initiate a business with. In case you have no ideas for your business, this phase makes you think on your feet.

MODULES

- Transcend I
- Markets and Environment
- Creativity
- Film Making
- MS Excel
- Boot Camp
- Critical Thinking
- Creative Writing
- Entrepreneurial Economics
- Blue Ocean Strategy
- Entrepreneurial Strategy -1 (Effectuation)
- Business Finance
- Rural Immersion Program
- Public Speaking /Business Communication
- Theatre
- Storytelling For Entrepreneurs
- Business Idea Research Report
- Book Review

Experiential Learning

➤ Humans of MIDAS Project:

Humans of MIDAS is the capstone project of Transcend Module. The primary objective of this project is to incorporate Empathy, the key to being an entrepreneur in the real world.

➤ Rural Immersion Program

Rural Immersion Program helps students to understand rural markets, supply chains, rural consumers of India through field trips and personal interaction with the non-city dwellers. Awareness of this sector facilitates students to design their products with a social benefit in mind.





ENTREPRENEURIAL FITMENT

Entrepreneurial Fitment is a unique offering at MIDAS for all its resident entrepreneurs. After deciding your business ideas, this is done through Entrepreneur-Industry-Compatibility-Quotient(EICQ). The phase of self-realization and actualization is the biggest differentiator which sets MIDAS entrepreneurs apart.

Why Entrepreneurial Fitment?

A person and an idea may not always be compatible. It is crucial to ensure that an idea is right for you to initiate a business. Your strengths mapped in the business environment go a long way in determining your business success.

MODULE

- Transcend II
- Design Thinking
- Brainstorming

Experiential Learning

- **Brainstorming:**
The activity is best done in a cohesive group of coaches and students who aim to start a new business as well as join the family business.





IDEA VALIDATION

This phase is instrumental in getting you to understand the degree to which your idea is accepted in the market. Replete with research, extensive customer surveys, understanding price points and competitor analysis, this phase is critical as it shapes your path forward as an entrepreneur.

Why Idea Validation?

While an idea is mapped to your identity, it is necessary to consider the market's evaluation as well. Directly knowing the end customer's views on the solutions you choose to introduce gives you the validation that the market would accept your business. It takes your entrepreneurial journey to the next level.

MODULES

- Entrepreneurial Strategy -2
- Public Speaking - 1
- Entrepreneurial Finance
- Negotiation Skills
- Entrepreneurial Marketing
- Discover India Entrepreneurial Project
- Public Speaking - 2
- Business Analytics
- Business Idea validation Project (BIVP)
- Lean Startup
- Book Review

Experiential Learning

➤ Business Idea Validation Project:

This project marks the culmination of Idea Validation Stage. While applying the classroom learning from various modules from this stage, students put their business idea through a feasibility analysis. Based on the Lean Startup Methodology of Build – Measure – Learn they interact with the potential customers, suppliers and industry experts.





INCUBATION

All armed with the right tools, knowledge and business idea, you- now an entrepreneur, would begin giving shape to the business. The MIDAS Incubation Centre assists with 24x7 support in terms of resources and vendor partners, and helps create the minimal viable prototype towards the end of 11 months.

Why Incubation?

This is the phase where you put everything together for a finale. Prototypes are developed in the case of a startup and this is where you begin to work with your family business.

MODULES

- Talent Acquisition and Management
- Branding Marketing
- Digital Marketing
- Financing Business Ventures
- Sales Strategies for Entrepreneurs
- Transcend III
- Legal Aspects of Business
- Entrepreneurial Leadership
- Business Operations
- Succession Planning
- Conflict and Change Management
- Import and Export

Experiential Learning

➤ MIDAS Bazaar:

It is a unique offering at MIDAS, where at the end of the incubation phase, you present your business ideas in an exhibition format to your family and friends. A panel of chief guests and industry experts evaluate the business ideas, complete with detailed plans and prototypes, giving you an idea of what to expect when you go to the market.

➤ Expert Speak:

The institute invites speakers from varied backgrounds for brief sessions on a regular basis. These sessions are scheduled after 5 PM. The extra-curricular activity committee can also actively participate in inviting guests for such sessions.





PITCH TO JURY

The last stage is Pitch to jury, during which you work on launching the minimum viable product/service and presenting it to a jury of investors, with a working business plan and prototype.

Why Pitch to Jury ?

The phase involves a jury of experts, who evaluate and reinstate the belief with which you initiated a business or joined your family's business. The panel makes you ready to take on the business world.

MIDAS Seed Fund : The Board of MIDAS has committed a Seed Fund of Rs.2 Cr for student startups which are innovative and pass through the screening process. This is a great opportunity for students to go from early stage to seed fund & beyond. The fund disbursement is milestone based and is released to Startup in installments over a pre decided period.

Experiential Learning

- **Business Plan:**
Complete with the costs, finances, marketing tactics and team building, this is the final plan you need to make before stepping out into the business world.
- **Roadmap For Family Business:**
It involves charting your future in getting inducted into the family business.



BUSINESS COACHES

The guiding lights at MIDAS



Parag Shah | Chief Mentor

Prof. Parag Shah has completely changed the way entrepreneurship education is done, by combining Strategy, Critical Thought and Innovation in his entrepreneurship program. He is on the jury of International Innovation Centers. He is the proud receiver of the prestigious award 'Business Acharya of the Year' by Entrepreneur magazine. Prof. Shah, a serial entrepreneur, is the Managing Director of Oxford Golf and Country Club, ranked the best golf course in Asia.



Pooja Shah | Personal Mastery

Ms. Pooja Shah has completed her Masters in Entrepreneurship from Nottingham University, United Kingdom. She has played a very crucial role as the board member of India's first Liberal Arts University- FLAME and launched the one-of-its-kind 'Elite Leadership Program'. She is currently heading all the operations at MIDAS and conducts Transcend Module for the Master's program.



Chirag Gujarati | Lean Startup and Design Thinking

Mr. Chirag Gujarati has mentored students in the field of Entrepreneurship, Marketing and Strategy at renowned institutes like Independent College, Dublin, Ireland and AURO University, Surat. He currently has three startup ventures under his belt. He has also been a visiting faculty at various prestigious institutions with speaking engagements about startups and entrepreneurship.



Nellooli P. Rajasekharan | Talent Management

With his 40 years of experience & expertise, he teaches the techniques of management & strategy. He guides the new generation and helps them to manage startups and has brought cultural transformation in organisations. He has also designed & delivered several senior leadership programs.



Shaheen Maniar | Public Speaking

Mrs. Shaheen Maniar is a post graduate in Marketing. She holds two prominent certifications from Cambridge English and Junior Chamber International, Seattle, USA. She is an adept coach and has a clientele from varied sectors ranging from manufacturing companies like Bharat Forge, Volkswagen, Garware and Forbes Marshall, to IT companies like Persistent Systems, Geometric and Wipro, to financial institutes like Deutsche Bank and SBI Life.



Nirav Suratwala | Entrepreneurial Economics

Mr. Nirav Suratwala is the Head of International Business Domain, MITSOM. He has addressed 'Indian Economy' at PACE University, New York and conducted a successful study tour of USA covering cities like Boston, New York & Washington DC. His case study on Quick Heal has guided many and books on Management and Current Events, published by Sakal Publications have inspired many.



Bernie Warren | Creative Writing and Theatre

Dr. Bernie Warren holds a Ph.D. in Drama/Psychology. The drama and dance specialist is an award-winning master teacher and researcher with over three decades of experience in cross and inter-disciplinary university teaching positions. He is an experienced counsellor. Helping individuals in healthcare, educational and business institutions to reduce stress, increasing productivity to achieve work satisfaction and guiding university students to success are his areas of expertise. He is recognised as a master teacher of Qigong & Tai Chi, clown-doctors and author of many healthcare and education books and articles.



Rohaan Goswami | Critical Problem Solving

Mr. Rohaan Goswami is the COO and Director of Product Design at Ycenter. An entrepreneur since he was 19, he currently leads the engineering and design team as the chief architect of Ycenter's global experiential learning platform, EPIC. He is the Founder and Creative Director at ProjectOne, a non-profit media collective. He is a visiting faculty for Design Thinking, Social Innovation and Blockchain domains at IIT-Bombay and IIT-Roorkee. Also an advisor to international organisations, policy-makers and conferences, Rohaan was invited in 2017 as a delegate to the United Nations Development Program- MISK Global Forum in Riyadh to brainstorm for the ways to meet 'The Challenge of Change'.



HB Keshava | Legal Aspects of Business

Mr. HB Keshava is a qualified lawyer, whose expertise lies in various fields like intellectual property, trademark, cyber law, corporate law, international law and space law. Being an advocate, he has also worked in the past as a student career counselor and faculty of law in Career Launcher and Bharati Vidyapeeth NLC. He is the founder and managing advocate at Baskaran & Associates.



Yogesh Jagam | Filmmaking for Entrepreneurs

Yogesh has been working as an independent filmmaker for a decade. Yogesh is a storyteller who likes to bring out stories by implementing creative expressions and innovative ideas along with a rational approach. Yogesh is also the Associate Director of Smita Patil Documentary and Short Film Festival.



Pramod Shankar | Storytelling for Entrepreneurs and Branding

A constant learner and a growth junkie, Pramod has been wearing many hats through the last 30 years. Now, he works as a coach, communicator, performer and creative consultant – nurturing personal and organizational growth, discovery and bonding. He is a published author, poet, advertising professional and a communicator. He is also certified as an advanced communicator and leader by Toastmasters International.



ENLIGHTENING YOUR WAY, ALWAYS!

INCUBATION CENTRE

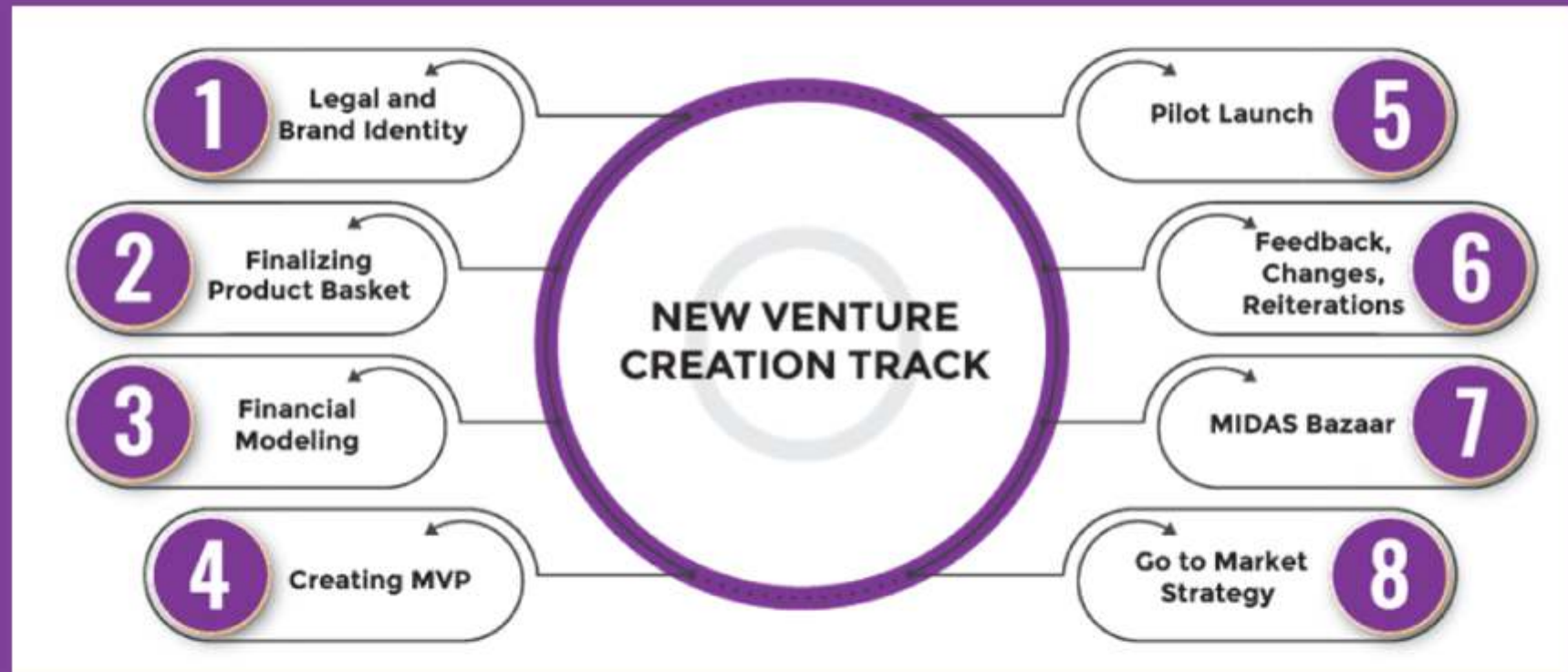


All armed with the right tools, knowledge and business idea, the entrepreneurs begin giving shape to their businesses. The MIDAS Incubation Centre provides support in terms of resources and vendor partners which helps them create a minimally viable prototype towards the end of 11 months. Regular interactions with startup groups, founders, coaches & facilitators, is an important part of this phase. Thus, the entrepreneur is equipped substantially for product or service development.

Key resources available at
MIDAS Incubation Centre include:



Incubation roadmap for starting your own business



COLLABORATE AND CREATE

with endless support
and resources



MIDAS BAZAAR

Where dreams are actualized!



LIFE AT MIDAS



THEIR STORIES AND OUR SUCCESS!



Aufla

Founder: Yash Parmar
Batch: 2019
Industry: Cookware

Aufla offers a range of devices and utensils which simplify the kitchen with technology-driven products that bring value and aesthetics along with better flavors.



Furppy Pets

Founder: Chetan GSS
Batch: 2019
Industry – Pet Food

Furppy Pets is a nutritious, human-grade pet treat with enhanced taste to make a pet's day every day!



Artistitch

Founder: Shruti Shah
Batch: 2019
Industry: Fashion

A vegan leather bag brand with customizable bags for women.



Scarlet Tales

Talk about it, Period.

Scarlet Tales

Founder: Akanksha Ladkat & Sachin Jain
Batch: 2019
Industry: Wellness

Scarlet Tales is a profit with a purpose initiative which specializes in creating menstrual hygiene kits for women.



Rajshree Industries 9

Founder: Sagar Shah
Batch - 2019
Head - Business Development
Industry - Plastic Manufacturing

Rajshree Industries - one of the reputed makers of Polypropylene Ropes and monofilament ropes since 1986 with an immense experience of over three decades in the field of Plastic manufacturing.



Rathi's Buildmart

Vishakha Rathi & Aayush Rathi
Batch - 2019
Industry - Construction Material

Rathi's Buildmart is a leading building material mega mart and delivering complete construction and interior decoration solution under one roof spread across 40000 sq ft in Raipur & 30000 sq ft in Jagdalpur.

STUDENTS TESTIMONIALS



Akil Abrahm

Founder, Kleidi - Batch of 2018

The eleven-month entrepreneurship programme has been an amazing journey. Straight off the bat, I found myself immensely involved in the programme and cherished every step of the way. Sometimes, when the schedule seemed overwhelming, it was important to show determination and stay focused throughout.

This, of course, would have been impossible without the coaches at MIDAS and everyone involved in creating such a healthy environment. The information and knowledge I acquired has been invaluable and I will take it with me as I look forward to new challenges not just in my business, but the rest of my life.



Riya Bhansali

Founder, LeReve - Batch of 2018

This 11 month journey in MIDAS for me has been life changing. From a shy girl to an extrovert, I can say that more than having changed, I have evolved in a right way.

If you ask me a year before MIDAS happened that what did I want in life I would not have an answer because I did not have any direction and look at me now, I am about to launch my first business venture, Le Reve. MIDAS has coaches who are like friends which makes this campus feel like home. And this sure is a life changing experience for everyone.



Pratik Doshi

Founder, Automiza - Batch of 2016

I am very grateful to MIDAS for giving me the confidence to take the plunge and become an entrepreneur. The program at MIDAS has completely changed my life trajectory and has embedded within me an inescapable desire to innovate. My journey with MIDAS has really helped me map out and understand a pathway for my dream venture.

Today, having created my product at the MIDAS Incubation Centre, I am more focused on how to build my market and lead the way ahead. The environment and support here have also enabled me to look into my family business simultaneously and take it to greater heights with a new approach and initiatives. Thank you team MIDAS for making my entrepreneurial dreams come true.



Shikhar Desai

Founder, Being Live
- Batch of 2017

I always knew, I was passionate about music & wanted to do something in it. But never did I dream of my passion, becoming my business.

MIDAS helped me identify myself, my strengths and gave me the support to create something for a lifetime. This course is not just a degree – it's a path to creating the best version of you! I am glad I joined MIDAS when I did.



Krushita Jain

Founder, The Orgnest
- Batch of 2017

I belong to a business family and I have seen my father work very hard to reach where he is today. But I was extremely confused about where to start & what would be the right choice for me. That's exactly where MIDAS came into the picture. It helped me explore my core strength & guided me on the path to achieve my dreams and fulfil my ambitions.

MIDAS's DIEP trip to Punjab made me realise how hazardous the food we eat is, as it contains chemicals and pesticides. Which drove my conclusion to take an initiative about it and the seed for my venture, was planted right there. MIDAS guided & validated my every step, less like a teacher & more like a friend.



Vedanth Girish

Managing Director, Hot Bon
- Batch of 2016

MIDAS Incubation Centre has been a pillar of strength to strive, persist and reach every goal in my product development. The expertise provided by the incubation centre has helped me move ahead without any glitches, which is key to every technical aspect.

PARENT TESTIMONIALS

"We are very proud of Sagar. He is the gold medalist of his batch. After coming to MIDAS, our diamond of a son has only learned to shine brighter. I am very happy. MIDAS has changed him and made him capable of handling a complex business our joint family owns. He is honest, sincere and now, full of confidence."

- Mr. Dharmesh Shah

Proud father of Sagar Shah

"Our girl was always a pleasant person to be around but MIDAS has turned her into a bold person who can voice her opinions. She doesn't hesitate to talk anymore. MIDAS has brought out the best in her!"

- Mrs. and Mr. Sunil Mehta

Proud parents of Rashi Mehta

"It was very nice to see the journey that transformed our little girl into a woman who has founded her own business. She always spoke of starting a business, but MIDAS helped her come up with a concrete idea and turned her into a confident entrepreneur."

- Mr. Sunil Bafna

Proud father of Vidwatta Bafna

IT'S TIME
TO BEGIN YOUR JOURNEY!





MIDAS Campus

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