



 MIDAS

CREATING ENTREPRENEURS
— SCHOOL OF ENTREPRENEURSHIP —

EDGE

ENTREPRENEURIAL DEVELOPMENT & GROWTH ELEVATION PROGRAM



MIDAS School of Entrepreneurship was established with a vision of creating entrepreneurs and providing them with an ecosystem to foster with the help of programs based on 4 crucibles -

Critical Thinking, Creativity, Effectuation and Incubation.

With an aim to create and develop education facilities, MIDAS enhances and brightens budding entrepreneurs and individuals with their family business to explore limitless possibilities. It is an institution that helps discover your spark, incubates your potential, creating dedicated, ambitious and skilled entrepreneurs to serve society and the nation at large.

Along with the best Startup courses in India, MIDAS also has unique programs for the next generation of Family Businesses.

EMPOWERING BUSINESSES TOWARDS EXCELLENCE.



ENTREPRENEURIAL DEVELOPMENT & GROWTH ELEVATION

Are you ready to take your business to the next level?

Do you want to upgrade your entrepreneurial skills?

Do you want to have a competitive EDGE over your competitors?

Do you want to propagate your venture to newer heights?

Are you facing roadblocks on your path to success?

EDGE PROGRAM IS MADE FOR YOU

EDGE - Entrepreneurial Development and Growth Elevation Program by MIDAS School of Entrepreneurship is tailored for ambitious businessmen who wish to take their enterprises to the next level. This one month intensive course gives you the necessary tools to kick-start the growth of your business and prepares you for the future bottlenecks. Reaching optimal growth is a challenging task and the EDGE program will equip businessmen like you with the negotiation skills, leadership instincts and financial intelligence that will help you achieve your dreams.



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WHY THE EDGE PROGRAM?



MIDAS EDGE AS A GROWTH CATALYST

The MIDAS EDGE program is a one of a kind program for bringing out the best in businessmen and helping them acquire real life skills and knowledge.



A TRADITION OF EXCELLENCE

Established in 2013, MIDAS School of Entrepreneurship has eight years of experience in building and training successful businessmen.



BUILD A POWERFUL NETWORK

All participants in the EDGE program are businessmen in their own right which makes the program an excellent opportunity for networking and establishing contacts.



OUR EXPERIENCED COACHES

We offer highly experienced coaches who are serial entrepreneurs in their own right and practice their teachings in real life.

OUR ESTEEMED COACHES

PARAG SHAH 

Founder, Chief Mentor and Coach for Entrepreneurial Strategy, Critical Thinking, Leadership and Creativity

Prof Parag Shah is an experienced entrepreneur and a pioneer in the field of entrepreneurship education. He is the Founder-Director of FLAME University and the Managing Director of Oxford Golf and Country Club, ranked the best golf course in Asia.



 POOJA SHAH

Managing Director and Coach for Personal Mastery (Transcend)

Coach Pooja Shah is the torch bearer of young entrepreneurial minds in India. Being a Personal Mastery Coach herself, she has developed a one-of-a-kind course that makes you realise your true potential called 'Transcend' With a global perspective for an Indian business, Ms.Pooja Shah has been a revolutionary to scale MIDAS to new heights.

NELLOOLI RAJASEKHARAN 

Coach for Talent Management and Negotiation Skills

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.



 CHIRAG GUJARATI

Coach for Lean Startup, Design Thinking & Agile

Mr.Chirag Gujarati is a serial entrepreneur in the education sector and committed towards helping startups reach their full potential. As a Business Coach, his expertise lies in Design Thinking, Lean Start-up, Product Development and Strategy; where he has been working since the past eight years.

MODULE 01

BUSINESS MASTERY

01

LEADERSHIP AND VALUE INNOVATION

The right direction while improving the value of the company and consumer



02

TALENT MANAGEMENT AND EMPLOYEE RETAINMENT

Building, perpetuating and facilitating the growth of the right set of expertise in your organization



03

CREATIVITY AND DESIGN THINKING

Using innovation and ingenuity to solve problems and communicate your product



MODULE 02

REAL TIME STRATEGY

01

NEGOTIATION AND FINANCIAL INTELLIGENCE

Understanding the skill of striking deals, surmount challenges and intuitively manage company finances



02

POWER & POLITICS

Practical tools of power dynamics to steer and captivate vital situations



03

EFFECTUATION & LEAN STARTUP

Developing the right thought process while optimizing and streamlining your organization's resources



MODULE 03

BEHAVIORAL INTELLIGENCE

01

PERSONAL MASTERY

Aligning one's visions, values, goals and strengths



02

CRITICAL THINKING

Imbibing the skill of analyzing, evaluating and resolve every issue





EDGE

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COURSE DETAILS

Dates:

25th April to 21st May 2022

Contact no:

+91 9850202666

Address:

MIDAS School of Entrepreneurship, Florida Estate,
Keshav Nagar, Mundhwa, Pune - 411036

Program Fees:

INR 1.90Lakh + GST.
(Including accommodation and food).

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📷 - [@midasentrepreneurs](https://www.instagram.com/midasentrepreneurs) | **in** - MIDAS School of Entrepreneurship | **f** - MIDAS

250+

ALUMNI

100+

FAMILY BUSINESSES
CATERED TO

150+

SUCCESSFUL STUDENT
STARTUPS

10,000+

IDEAS GENERATED



A NEW REVOLUTION IN ENTREPRENEURSHIP EDUCATION

Dear Entrepreneurs,

At MIDAS School of Entrepreneurship, we believe that the solution to the world's most pressing problems lies in the hands of the trailblazers, the pioneers, the ones brave enough to take the road less travelled, the Entrepreneurs.

In our quest to provide India's future business tycoons with the best possible tools, we crafted the MIDAS EDGE program. A month-long intensive course that integrates everything from Finances to Effectuation and Critical Thinking, giving our students a Holistic and Invaluable experience to advance their business. We have a long journey ahead and I hope to soon achieve our vision of creating 10000 entrepreneurs in India.

Looking forward to having you here

PARAG SHAH

Founder and Chief Mentor
MIDAS School of Entrepreneurship

