



**ENTREPRENEURS  
ARE MADE,  
NOT BORN!**

**MIDAS**  
CREATING ENTREPRENEURS

SCHOOL OF  
ENTREPRENEURSHIP

We acknowledge your

**FLICKER TODAY**

So, you shine

**LIKE A STAR, TOMORROW**

MIDAS is a galaxy of wisdom and a milky way of expertise. Here, we've combined Management, Innovation, Design, Arts & Social Science to help you illuminate the star within you. With an aim to create and develop education facilities, MIDAS enhances and brightens budding entrepreneurs & individuals with their family business to explore limitless possibilities. It is the 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.



**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.

# 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 frameworks 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 in designing products, services and processes. At MIDAS we challenge the status-quo constantly by using the four crucibles - Innovation, Creativity, Critical Thinking and Incubation.



# 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 goal to emerge naturally over time with the varied imaginations and diverse aspirations of the entrepreneurs and the people they interact with.



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

## ❏ 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 deliberate the process of opportunity recognition and discovery. They learn how to generate ideas by taking feasibility, value and their entrepreneurial fitness 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 product, get legal and technical assistance and most importantly, benefit out of one-on-one business mentoring from our mentors.

# WHY MIDAS ?

**Student to Entrepreneur in One Year**

**For Starting Your Own Business**

**Or Joining Your Family Business**



New ways to open  
up your mind to  
new ideas



Creative thinking that is  
initiated & applied to all  
aspects of business



Managing a family  
business not because you  
have acquired it, but  
because you deserve it



A Qualification that paves  
the way for a real  
education for life

## ◆ TO START YOUR OWN BUSINESS

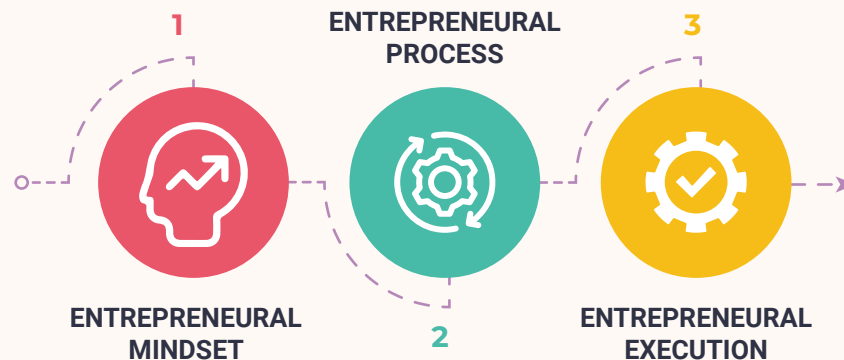
A business starts with an idea. But more often than not, you may not be sure which idea is good to begin with.

There are so many 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.



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 JOIN YOUR FAMILY BUSINESS

Which Key People in My **Family Business** will help me take the legacy ahead?

Which is the best area for me to join my **Family Business** in?

What is the roadmap for me to take the **Family Business** ahead?

How am I going to outperform the established **norms and principals**?

IN THE **PGCM IN ENTREPRENEURSHIP AND FAMILY BUSINESS**, STUDENTS WILLING TO JOIN THE FAMILY BUSINESS UNDERGO A JOURNEY FROM



To help you in 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.



## ENTREPRENEURIAL MINDSET

The first stage of the program helps each student to think creatively and generate innovative ideas for products/ services through real time activities. This enables them to create entrepreneurial opportunities for themselves.

### MODULES

Transcend -1

Personality Development

Creativity

Markets & Environment

Critical Thinking

Entrepreneurial Economics

Research Methodology

Entrepreneurial Strategy

Business Finance

Boot Camp

Market Survey

Industrial Visits

3 Day Innovation Challenge

Group Activities

Industry Expert Talk

### EXPERIENTIAL LEARNING

#### HUMANS of MIDAS Project:

This is the capstone project of the 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 the student to understand rural markets, supply chain, rural consumers of India through field trips and personal interactions with the non-city dwellers. Awareness of this sector facilitates students to design their product with a social benefit in mind.

#### OBA:

Out Bound Activities include visits to commercial establishments like outlets and corporate offices and interaction with business owners across industries like F&B, retail, beauty, fashion, IT & more.





## ENTREPRENEURIAL PROCESS

This phase delves into the essential components of starting and running a successful business.

This phase is designed to equip you with a comprehensive understanding of the entrepreneurial process, from idea generation to implementation, and beyond.

### MODULES

Transcend -2

Negotiation Skills

Digital Marketing

Entrepreneurial Marketing

Blue ocean Strategy

Power & Politics

E-Commerce

Business Operations

Talent Management

Business Idea Validation Project

Supply Chain Management

Succession Planning

Design Thinking

Lean Startup

Conflict Change Management



### 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.



## ENTREPRENEURIAL EXECUTION

The Entrepreneurial Execution stage of the program is focused on equipping students with the practical skills and knowledge necessary to turn their entrepreneurial ideas into a reality. This stage is divided into two tracks - one for startups and another for family business management.



### FOR STARTUPS

Market Research

Vendor Empanelment

Creating a Minimum Viable Product

Pitch To Investors

### FOR FAMILY BUSINESS

Succession Planning

Understanding The Family Business

Family Business Diagnostic

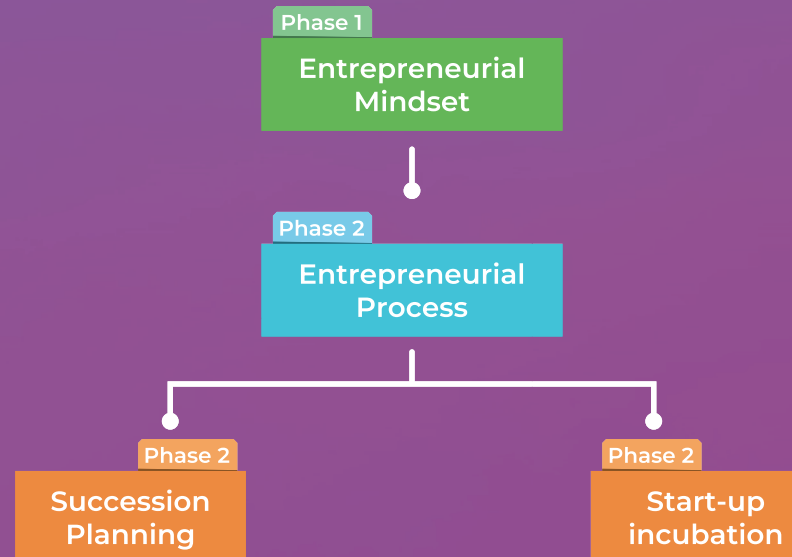
Business Road Map

# 1 YEAR PGCM IN ENTREPRENEURSHIP FOR START-UPS & FAMILY BUSINESS

**6 MONTH**  
ONCAMPUS PROGRAM

**6 MONTH**  
HYBRID PROGRAM

## THE PROCESS



## **LEADERSHIP**



**POOJA SHAH**

*Founder & Managing Director*

- Former Head – Student Activities at Flame University, Pune
- MSc. degree holder in Entrepreneurship, Innovation & Management from Nottingham University Business School, UK
- TedEx speaker – Featured #4 among 15 promising Women Entrepreneurs by Indian Entrepreneurs Magazine (IEM) in 2021
- Awarded Woman Entrepreneur of the Year 2022 at the Bombay Stock Exchange

**Mr. Parag Shah**

*Chief Mentor, MIDAS*

Author, AntarPrerna an Entrepreneurs journey  
Founder, Former Chairman, FLAME University  
Managing Director, Oxford Golf & Country Club



## **BUSINESS COACHES**

Guiding Lights of Entrepreneurs at MIDAS



**Prof. 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 Entrepreneurship 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 the 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 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 start-ups & have brought cultural transformation in an organization. He has also designed & delivered several senior leadership programs.



**HB Keshava**

*Legal Aspects of Business*

Mr. HB Keshava is a qualified lawyer, whose expertise in various fields like intellectual property, trademark, cyberlaw, corporate law and international 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 Nic. He is the founder and managing advocate at Baskaran & Associates.



**Daksh Sethi**

*Personality Development*

"On a mission to make India's Youth, a Better Version of Themselves."

Mr. Daksh Sethi, a 2 times TEDx Speaker, Josh Talks Speaker, a Corporate Trainer, Educational & Business Consultant, Soft Skills Trainer & an Academician, has positively impacted the lives of more than 23,000 individuals from different fields and age groups.



**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 & conducted a successful study tour of USA covering city like Boston, New York & Washington DC. His case study on Quick Heal has guided many and books on Management, Current Events published by Sakal Publications has inspired many.

# Triumphing alumni



**Viren Mehta**  
Batch:2019-2020

Position in company:  
**Founder**  
Startup/ Family Business:  
**Start-up**  
Company name:  
**Ethaza**



**Divyang Shroff**  
Batch:2016-2017

Position in company:  
**Co-Founder at India Grooming Club & Partner at SD Puran Machine**  
Startup/ Family Business:  
**Start-up & Family Business**  
Company name:  
**India Grooming Club**  
Family Business:  
**SD Puran Machine**



**Amit Salunke**  
Batch:2014-2015

Position in company:  
**CEO & Director at Sumeet Group**  
Startup/ Family Business:  
**Family Business**  
Company name:  
**umeet Group of Companies**



**Devesh Solanki**  
Batch:2018-2019

Position in company:  
**Operations Manager**  
Startup/ Family Business:  
**Family Business**  
Company name:  
**Opera prime**



**Tejas kodre**  
Batch:2019-2020

Position in company:  
**Managing Director**  
Startup/ Family Business:  
**Family Business**  
Company name:  
**Legends Sports Club**



**Yash parmar**  
Batch:2019-2020

Position in company:  
**Founder**  
Startup/ Family Business:  
**Start-up**  
Company name:  
**Aufla**



**Sagar Shah**  
Batch:2018-2019

Position in company:  
**Director**  
Startup/ Family Business:  
**Family Business**  
Company name:  
**RajaShree Industries**



**Dakshit Agarwal**  
Batch:2018-2019

Position in company:  
**CEO**  
Startup/ Family Business:  
**Family Business**  
Company name:  
**International Trading Corporation Chennai**



**Sahil Kumar Jain**  
Batch:2018-2019

Position in company:  
**Founder**  
Startup/ Family Business:  
**Start-up**  
Company name:  
**Founder of Buxx-Berry**



**Sachin Jain**  
Batch:2018-2019

Position in company:  
**Co-founder**  
Startup/ Family Business:  
**Start-up**  
Company name:  
**Scarlet Tales | Ex-Freshworks**



**Pranav Potekar**  
Batch:2021

Position in company:  
**Founder**  
Startup/ Family Business:  
**Start-up**  
Company name:  
**TUG**



**Shervil Shah**  
Batch:2021

Position in company:  
**Founder at LIFT Protein Puffs**  
Startup/ Family Business:  
**Start-up**  
Company name:  
**TUG**



**Pranav Nandu**  
Batch:2023

Position in company:  
**Co - Founder**  
Startup/ Family Business:  
**Start-up**  
Company name:  
**Eat Easy Foods**





## MIDAS Campus

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🌐 [www.midassoe.com](http://www.midassoe.com)