



**ONE YEAR CPEM PROGRAM
FOR
START-UP AND FAMILY BUSINESS**



**CERTIFICATE PROGRAM
IN
ENTREPRENEURSHIP MANAGEMENT
ONE YEAR PROGRAM IN PUNE**



ABOUT US

MIDAS School of Entrepreneurship in collaboration with AIMA was established with a vision of creating entrepreneurs and providing them with an ecosystem to foster with 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 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 society and the nation at large. Along with the best Startup courses in India, MIDAS also has a unique entrepreneurs program for the next generation of Family Businesses.

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 path-breaking 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 businesses by innovating and designing products, services, and processes. At MIDAs we challenge the status quo constantly by using the four crucibles of Innovation, Creativity, Critical Thinking and Incubation

CPEM PROGRAM

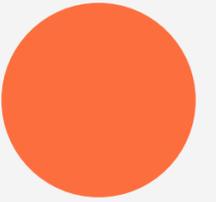
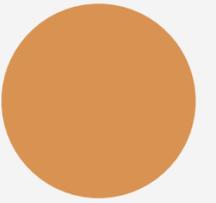
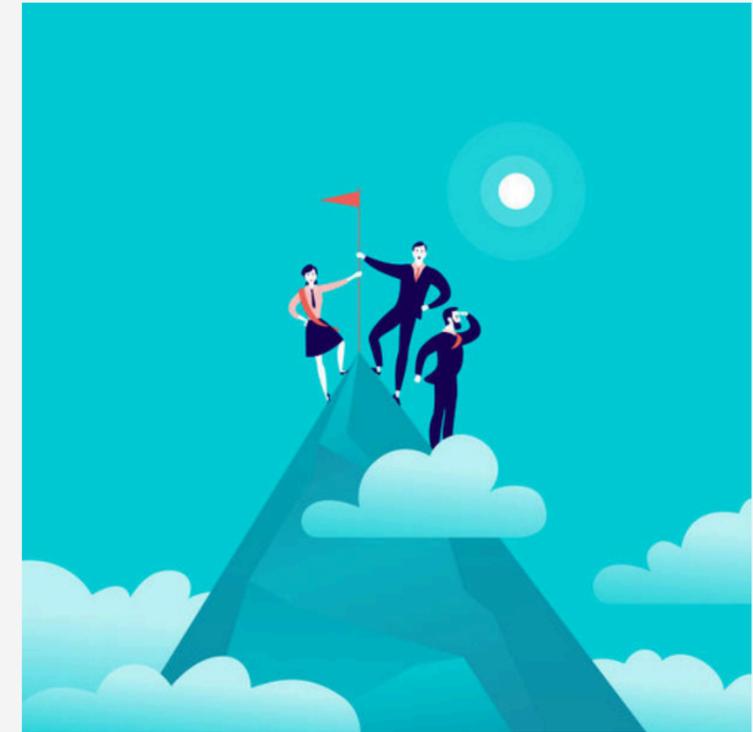


ONE YEAR PROGRAM IN PUNE

THERE ARE 2 BATCHES IN A YEAR

1ST BATCH (28 - FEBRUARY-2026) & 2ND BATCH (AUGUST BATCH 2026)

Eligibility Criteria : 12th pass



**ENTREPRENEURIAL
MINDSET/IDEA GENERATION**

**ENTREPRENEURIAL
PROCESS/IDEA VALIDATION**

**ENTREPRENEURIAL
EXECUTION/INCUBATION**

OUR PROCESS

Steps for Admission Process

- Filling the Application form - Rs. 1000/-
- Complete the online skill assessment
- Business Discussion with the Coaches
- Selection and Offer Letter
- Payment for Seat Confirmation - Rs.59,000





Course Fee

Rs. 5,89,020/- +18% GST

For Seat Confirmation Fee - Rs.59,000/- Including GST.





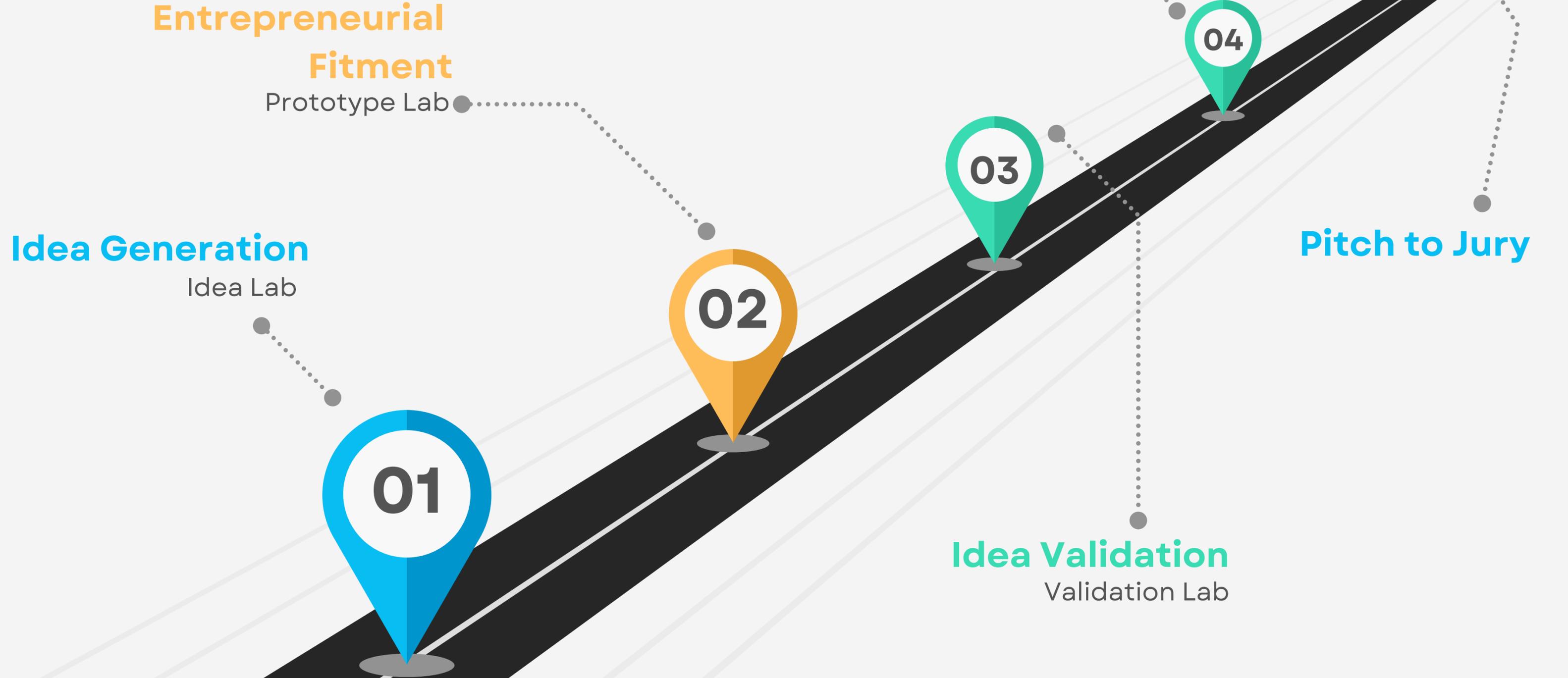
Course Fee - Structure

Rs. 5,89,020/- +18% GST



STUDENT JOURNEY

In One Year





PHASE - 1 MODULES

ENTREPRENEURIAL MINDSET (IDEA GENERATION)





PHASE - 2 MODULES

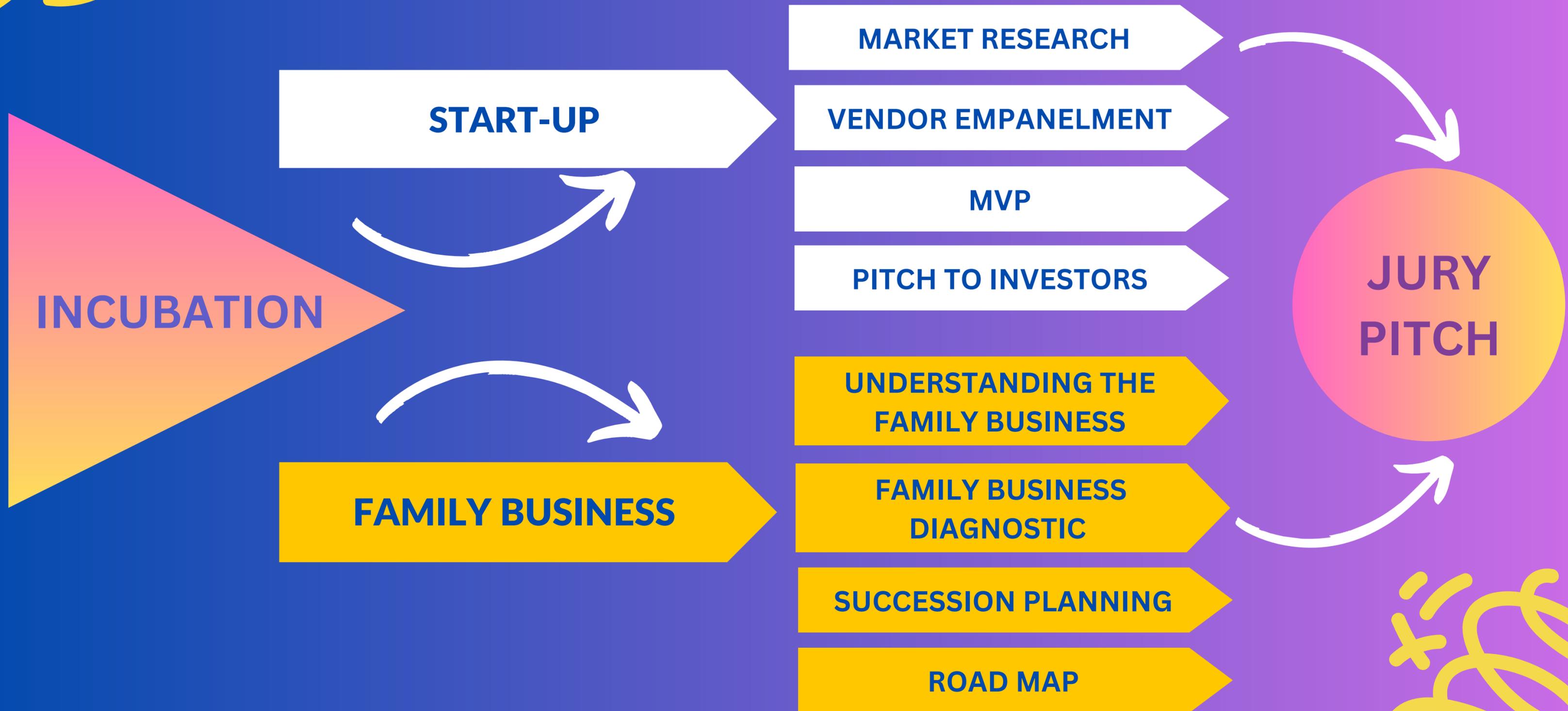
ENTREPRENEURIAL PROCESS (IDEA VALIDATION)

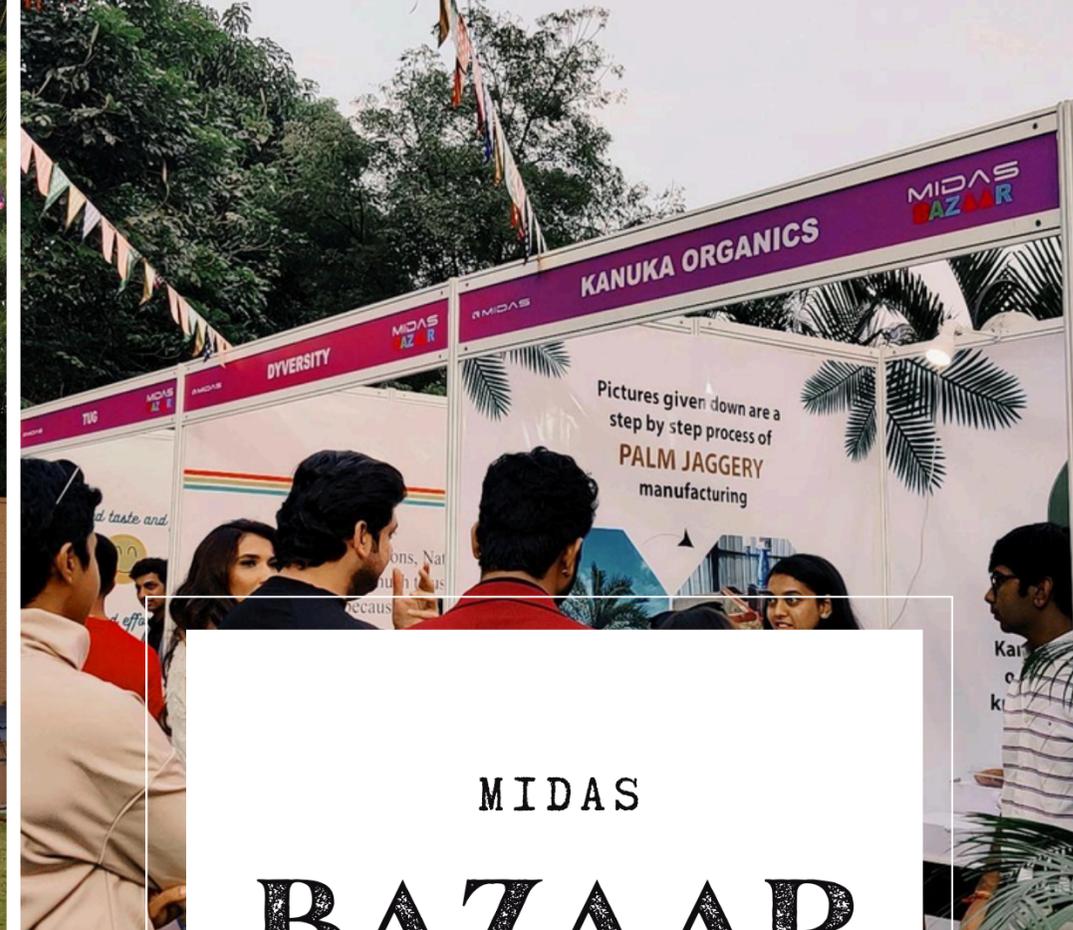




PHASE - 3

ENTREPRENEURIAL EXECUTION (BUSINESS ROADMAP EXECUTION)





OUR MANAGEMENT



MS. POOJA SHAH

FOUNDER & CEO





- Serial Entrepreneur & Visionary Leader – rich cross-industry experience in driving businesses and people through challenges.
- Torchbearer of Entrepreneurial Education – shaping the future of entrepreneurship in India through MIDAS.
- Creator of Transcend Program – a personal mastery journey enabling students to discover self, emotions, and environment.
- Mentor of Impact – has shaped 500+ Visionary Builders through Transcend.



- Founder of Guru Management Consulting & founding member of Meridian Partners International.
- 30+ Years Expertise – Change Management & Strategic Consulting across complex global business environments.
- Global Impact – Worked in 35 countries, mentored 200+ entrepreneurs, and shaped 1000+ students.
- Author & Thought Leader – Published Competency Web – The Corporate DNA, novels, short stories, and music; member of Mensa International.



- Entrepreneur & TEDx Speaker – Founded his first startup at 19; serial entrepreneur with clients in 20+ countries.
- Global Innovator – Led social innovation & grassroots projects aligned with UN Sustainable Development Goals.
- Design & Technology Leader – Specialized in Human-Centered Design, collaborated with UN, World Bank, Cisco, US Dept. of Commerce, Merck.
- Co-founder & CDO at FRIDA – Driving accessibility innovations in public spaces for individuals with disabilities.



- TEDx Speaker & Coach – Expert in Public Speaking, Emotional Intelligence & Procrastination Coaching.
- Trainer of 10,000+ learners – Students, professionals & entrepreneurs through Speaking With Pankaj.
- Trusted Mentor – Transforms nervous speakers into confident communicators & procrastinators into action-takers.
- Practical & Impactful Approach – Known for no-fluff, result-driven coaching across institutions & leadership forums.



- Globally Qualified Academic – GDBA (Geneva), MBA (London), B.Com (Australia); researcher ranked 1st nationally in 2013.
- 20+ Years of Teaching & Consulting – Faculty at Symbiosis, Lexicon, Sri Balaji University; worked across Dubai, London, Mumbai & Sydney.
- Entrepreneurship Mentor – Founder of Actionesque Consulting & Master Trainer at I-Create Inc. (US & India).
- Expert in Branding & Strategy – Blends international industry practice with academics in advertising, education, market research & sales.



- Gold Medalist in Foreign Trade – MBA in International Business & Finance; 20+ years teaching experience.
- Founder of H.V. Desai Competitive Exams Center (HVD-CEC) – mentoring 800+ aspirants across Maharashtra.
- Civil Services Mentor – Founded Sarvodaya Movement, creating 100+ successful officers through guidance.
- Author & Academic Leader – Written 16+ books on Management, Economics & Current Affairs (Sakal Publications).



- Founder of a High-Ticket Growth Marketing Agency – Specializing in Meta Ads & Strategic Organic Content for D2C brands and coaches.
- T-Shaped Growth Marketer – Driving scalable growth & maximizing ROI for 7 & 8-figure businesses.
- Proven Expertise – Helped brands spending \$10K–\$50K/month scale with high-converting ads & performance creatives.
- Brandformance Specialist – Blends organic content + paid ads to deliver predictable, sustainable business growth.



- Certified OD Analyst – Carlton Advanced Management Institute; PG Diploma in International Business from Symbiosis University.
- 18+ Years Experience – spanning hospitality, sales, operations, training, and management.
- Founder of Aacharan Consulting – advised clients across education, IT, real estate, manufacturing & international markets (East Africa).
- Expert Coach & Strategist – Trained 100+ professionals with expertise in NLP & Business Strategy.



- Law & Science Scholar – Alumnus of UPES Dehradun and ILS Law College, Pune, with multiple degrees and diplomas.
- Expertise Across Domains – Energy Laws, IPR, Cyber Laws, Business Laws, Labour & Space Laws.
- Practitioner & Researcher – Litigator with specialization in Trademarks, Patents, Copyrights, ADR & Cyber Security; Lead Auditor for ISO Certification.
- Impactful Mentor – Guided 2500+ students and supported 450 entrepreneurs in legal & business growth.



- Chartered Accountant (2019) with advanced diploma in Venture Capital & Private Equity from Bocconi University, Italy.
- Venture Capital Specialist – led startup investments and executed M&A due diligence with Ernst & Young Mumbai.
- Entrepreneurship Coach – Mentored 200+ student entrepreneurs in family business, startups, and VC.
- Ecosystem Builder – driving growth and innovation in the entrepreneurial landscape.



- Dynamic Speaker & Trainer – 5x TEDx Speaker, Josh Talks Speaker, and impactful corporate trainer.
- Wide Impact – Transformed lives of 25,000+ individuals across diverse fields and age groups.
- Academic Collaborations – Worked with premier institutes like IIT Bombay, SRCC, Miranda House, NIT Warangal.
- Ed-Tech Partner – Associated with leading platforms including Great Learning, Unacademy, GeeksforGeeks, MyCaptain, Graphy.



- SRFTI Graduate & Creative Entrepreneur – Blends filmmaking, music, and digital storytelling.
- YouTube Mentor & Creator – Built thriving channels and coached creators in impactful content.
- Founder of Caliac Studios (2020) – Produced campaigns for Ultrahuman, Cultfit, Clinton Foundation, Generation Vegan.
- Performer & Musician – Vocalist of Easy Wanderlings, featured at leading music festivals.



- Founder of GrowthAcad & TopXo Media – Leading ventures in AI-powered digital marketing education and personal branding for leaders.
- Global Impact Trainer – Mentored 20,000+ students & professionals across India, Nepal, UK, USA, Middle East & Singapore.
- University Partner – Collaborates with DY Patil, Symbiosis & MIT ADT to deliver cutting-edge marketing & AI programs.
- Personal Branding Expert – Helps CXOs & Founders grow influence and generate opportunities through LinkedIn strategy.



- Seasoned Brand Marketeer – 12+ years of experience across entertainment, finance, SME, FMCG & hospitality sectors.
- Strategic Leader – Delivered 100+ brand & marketing campaigns and 40+ corporate/business events.
- Brand Growth Specialist – Expertise in Brand Marketing, Management, Alliances & Corporate Communications.
- Creative Strategist – Skilled in Content Strategy, Campaign Design, Event Marketing & Online Branding.



- Tech Leader & Director – Head of One for Life Pvt. Ltd., with 10+ years in web development & emerging technologies.
- Startup & Blockchain Innovator – Co-founder of Prime Trade AI (2019), one of India's top blockchain startups.
- AWS Coach & Mentor – Trains professionals for AWS Solutions Architect Certification and guides startups in scaling.
- Multi-domain Expert – Skilled in Blockchain, AI, IoT, ML & Cloud Architecture; also a national-level PC gamer & footballer.



- CEO of Rokkamint Group – founded in 2012, driving global trade and business growth.
- Automotive Engineer turned Entrepreneur – career roots at COSWORTH & Ford Motor Corp.
- Diverse Ventures – expanded into real estate (2018) and digital education (YouTube, 2020).
- Industry Mentor – coaching since 2022, building a collaborative ecosystem for import-export innovators.



- Mission-Driven Coach – Founder of Atom Life Tribe, empowering people to live a high-performance lifestyle.
- Performance Management Expert – Former Sales Head at Zomato, with a passion for mentoring teams and individuals toward peak performance.
- Habit Transformation Mentor – helping people achieve long-term, sustainable, and purpose-driven transformations through micro-habits.
- Inspiring Trainer & Speaker – Skilled in habit mastery, community building, and dedicated to creating a lasting impact.

PROGRAM OUTCOMES

Start-ups

- Identify the Business Idea
- MVP
- Road map for market Strategy
- Build your Network in the business eco system.
- Connect with mentors, Business leaders, Venture capitalist and fellow entrepreneurs
- Learn the Process of Building mutiple business
- Learn the art of becoming a serial entrepreneur
- Investor Connect
- Entrepreneurial Mind Set

Family Business

- Succession Planning
- Business Road Map for Next generation leaders
- Well Designed Organisation Structure for modren challanges
- Take your business to the next level.
- Be More Entrepreneurial and have global business view
- Build your Network in the business eco system.
- connect with mentors, Business leaders, Venture captialist and fellow entrepreneurs
- Learn the Process of Building mutiple business
- Learn the art of becoming a serial entrepreneur

A New Revolution in Entrepreneurship Education



ALUMNI

250+

**FAMILY BUSINESSES
CATERED**

150+

**SUCCESSFUL
START-UP'S**

100+

**IDEAS
GENERATED**

10,000+

THANK
YOU

Let's Talk



Email

info@midassoe.com



website

www.midassoe.com



Social Media

[@midasentrepreneurs](https://www.instagram.com/midasentrepreneurs)