

# ಪಾರಾಲೊಹ 3.0

STARTUP SCHOOL BY IIHMR



Last Date to Apply  
**15<sup>th</sup> July, 2024**



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Apply

[www.iihmrstartups.com](http://www.iihmrstartups.com)  
[startups@iihmrfoundation.org](mailto:startups@iihmrfoundation.org)

# Aarambh 3.0

*“The value of an idea lies in the using of it”*

*Thomas Edison, GE*

Aarambh 3.0, Startup School is an exclusive 3-month learning program designed for all the individuals who are curious about entrepreneurship, whether you're a faculty, working professional, student, startup founder or simply eager to explore the World of Entrepreneurship.

This comprehensive program focuses on helping individuals expand their knowledge via workshops and mentoring sessions which will serve as a Launchpad to learn about the foundation of entrepreneurship and for those with unique and innovative ideas, providing them with the tools and guidance needed to transform their visions into viable ventures.

During this transformative journey, participants will not only receive support in refining their ideas, identifying market opportunities, and achieving customer validation but also will get a chance to learn from the prominent domain experts of the industry. The curriculum has been meticulously designed to cover the fundamental aspects of entrepreneurship, ensuring that everyone gains a strong foundation to establish and scale their ventures successfully.



# Exclusive Benefits

**1.Prestigious Certification:** Earn a certificate that highlights your dedication and skills in entrepreneurship.

**2.Grant Opportunities:** Access grants up to INR 1 Lac to accelerate your idea or product development.

**3.Exclusive Resources:** Gain access to our extensive knowledge pool, upcoming events, and support for additional grants and seed funding.

**4.Complimentary Startup Services:** Access to services, including Zoho for Startups, AWS Credits, Digital Ocean Credits, MSG91, and more.

**5.Incubation Program - Saamarthya:** Get the opportunity to join our flagship incubation program – “Saamarthya”.

**6.Expert Mentorship:** Receive guidance from industry leaders and experienced professionals at IIHMR Startups.

**7.Industry & Investor Networking:** Connect with key industry players and potential investors to boost your startup journey.



# Program Timeline

<b>Application Phase</b>	Call for Participants
	<b>Last date to apply 10<sup>th</sup> July, 2024.</b> Will be extended till 15 <sup>th</sup> July, 2024
<b>Selection Phase</b>	First Round of Screening
	Intimation of Final Round to Participants
<b>Onboarding &amp; Program Commencement</b>	On boarding Announcement
	Program Commencement
<b>Graduation &amp; Incubation</b>	B-Plan Pitches & Graduation
	Intimation of selection for Funding Opportunity & Graduation for Incubation Programme.

## Subject Areas to be Explored

- Program Overview and Session on Introduction About Entrepreneurship.
- Idea Generation & Design Thinking
- Customer Discovery Session
- Customer Survey
- Review/Mentoring session with IIHMR Startups Team
- Understanding & Preparing Business Model Canvas
- Marketing and Digital Marketing
- Intellectual Property Rights
- Understanding of Basic Business Accounting
- Sources of Funds (Grants, Angels, VCs, Banks, Seed Fund)
- Review/Mentoring Session with IIHMR Startups Team
- B-Plan pitches and Selection of Participants for Funding Opportunity and Incubation Program

# Eligibility & Program Fee

Aarambh 3.0 is open to anyone with a passion for Entrepreneurship and a desire to turn ideas into scalable business.

The program fee is **INR 15000**, a small investment in your entrepreneurial journey.

**Apply Now**

& take the first step towards turning your vision into a successful venture

<https://iihmrstartups.com/call-for-applications-pre-incubation/>

## Speakers from Last Cohorts of Aarambh



**Mr. Sandeep Mehto**  
Co-Founder  
Bharat Calling



**Dr. Latika Dhuria**  
AVP- AIC  
Banasthali Vidyapith



**CA Akash Khanduja**  
Partner  
Finsurety Advisors LLP



**Adv Bharti Jain**  
Founder  
SwaSh Legal Consultants



**Mr. Rajeev Srivastava**  
Regional Head- Digital Health,  
Tata Communications



**Mr. Anubhav Sukhwani**  
VP,  
Rukmani Birla Hospital, Jaipur



**Mr. Ashutosh Basotia**  
Lead  
TMO CK Birla Hospitals



**Ms. Ajita kini**  
Retired Independent Consultant  
Supply Chain Management



**Ms. Anchal Srivastava**  
Senior Program Manager,  
TIH-IoT



**Mr. Anuj Agrawal**  
Community Lead,  
Digital Asia



**Mr. Jitendra Jain**  
CA, Partner  
Plue91 Capital Advisors



**Ms. Nehal Thaker**  
Compliance officer & Legal  
NDML



**Ms. Pooja Rawal**  
Vice President Client Engagement  
Aumirah

## Beneficiaries of Last Cohorts



Mr. Samarth Gupta  
Founder  
NavIn



Mrs. Jyoti Sharma  
Founder  
Femease



Mr. John Verma  
Founder  
Refu Engineering



Mr. Manish K Prahlad  
Founder  
Verdant One Health

## OUR PARTNERS



Let Aarambh 3.0 empower you to reach new heights.

## Connect with Us

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