



# Program on Educational Entrepreneurship



## INTRODUCTION

For the purposes of this program, we define educational entrepreneurship as the effort of an innovator whose products and services may lead to the qualitative transformation—not merely a slight improvement—of the existing education system.

The urgency and criticality of an educational system that delivers high quality in massive quantities is no longer a matter of debate. The difference is in approach to the solution. While the Government turns a blind eye to the question of quality and the country runs the risk of having the largest misfit workforce in the coming future, the traditional alternative of private education does the same with a very high cost.

Private and equity investors would like to support innovative ideas in education space, but there are not enough ideas being developed. We believe that the right approach to address the education space is to have a pool of executable innovative business proposals in education space, many in 'blue ocean' that are ideated, incubated and then delivered.



## ABOUT THE PROGRAM

This is not a certificate, diploma or MBA program, but a transformational program, being amongst the first one illustrating 'education for behavioural change'. The participants would not only have received instruction, knowledge, guidance and inspiration in entrepreneurship, but would actually become '**edupreneurs**'.

All viable business proposals, that have a clear path identified for execution, will be connected with potential investors. It is, however, not mandatory that funding is sought from those investors alone. Those who have adequate resources can go ahead with implementation and execution.

## PROGRAM ARCHITECT

The chief architect and mentor of the Program is **Prof. M.M. Pant**



([www.mmpant.net](http://www.mmpant.net)), a *sui generis* personality with 50 years of post schooling experience in Scientific Research, Teaching, Management, Law, Information Technology and Business

Entrepreneurship. He is supported in this venture by a team of equally accomplished persons with IIT/IIM

backgrounds and diverse national and international experience who have agreed to provide inputs, guidance, conduct interactive sessions and mentor the prospective edupreneur to develop their business proposals.

## PROGRAM OUTCOME

Upon successful completion of the program and having an executable business proposal, the participant will be awarded the "Associate Membership of The Global Edupreneur Forum".

Upon the actual start of the business operations, the membership would be upgraded to full membership status.

## PROGRAM DETAILS

**Program Duration** : 24 weeks (6 months)

### Interactive Workshop :

Once a week, ordinarily every Saturday and e-contact during the week through E-mail, Blog, Wikies, SMS, Facebook & Twitter.

**Venue for Workshop** : Qutub Hotel, New Delhi

### Project Work :

At the end of each interactive workshop, participants would get involved in project work which would help them in internalising learnings from the workshop.



# THE GLOBAL EDUPRENEUR FORUM

To know more about the program, you may e-mail at [mmpant@mmpant.org](mailto:mmpant@mmpant.org)



## Why Educational Entrepreneurship Program?

Quality Education in India requires a 'breakthrough' approach rather than the incremental growth we are witnessing presently. The gaps cannot be bridged by government alone. It requires innovativeness and spirit of private enterprise, public private partnership, and zeal of NGOs.

The unique Educational Entrepreneurship Program, first of its kind in India, aims at exploring new niches in education not explored so far, and bringing about significant improvements in existing models of education. The Program will mentor, nurture, and develop educational entrepreneurs to take up educational projects, products and services.

## Who will benefit?

Budding Entrepreneurs, Family Business Entrepreneurs looking at new opportunities, industrial organizations wanting to diversify into education, NRIs desiring to come back or invest in India, NGOs.

## Key gains from the Program

- An executable business plan with each participant.
- Mentoring from experts with over 30 years of experience in education, training, and industry
- Complete support during execution of plan including arrangements for funding and alliance partners on case to case basis

## Structure of Program

Program is built into 24 modules. Each module is of one week duration comprising full day interactive workshop with experts, and four days of project based learning.

Guidance through one to one personal meetings, telephonic conversation, e-mail, blog, wikies, SMS, facebook, twitter would be available during the program.

## Content Highlights

- 1 Entrepreneurship-Setting the stage
- 2 Creativity and Generating Business Ideas
- 3 Educational Entrepreneurship Opportunities
- 4 Opportunities in Business Ideas and Fit.
- 5 Landscape and Taxonomy of the Business of Education
- 6 Formulating educational business project
- 7 The Business Plan: Creating and starting the education venture
- 8 Making the Marketing Plan for the selected Education Business Project - I
- 9 Making the Marketing Plan for the selected Education Business Project - II
- 10 Making the Marketing Plan for the selected Education Business Project - III
- 11 Sales projections
- 12 Organisation plan for start up and growth
- 13 Operations Plan for the Education Business Project - I
- 14 Operations Plan for the Education Business Project - II
- 15 Financial analysis of projects
- 16 Start up funding
- 17 Entrepreneurial leadership
- 18 Communication Skills
- 19 Legal and regulatory framework for Educational business
- 20 Intellectual property matters in educational business
- 21 Becoming a Life-long learner
- 22 Franchising and outsourcing
- 23 Executing the business plan –I: Presentation of business plans, feedback, entry and exit strategies
- 24 Executing the business plan –II: Presentation of business plans, time-line, tactics for execution

For registration, e-mail : [mmpant@mmpant.org](mailto:mmpant@mmpant.org)