



# Lloyd Business School

Ladder Of Success



Inspire | Innovate | Impact

## Lloyd's Entrepreneurship Programme

Dive into Lloyd's  
Premium  
Entrepreneurship  
Programme

**PGDM**  
Entrepreneurship

Experience

**One-to-one** Mentorship  
from successful  
**Entrepreneurs and Academicians**  
at every step of your journey



PLANNING

PROPOSING

EXECUTING

*"From Ideas to Impact: Embrace the Entrepreneurial Spirit"*

## Prime Minister Narendra Modi

has emphasized the importance of the

**"Make in India" and "Startup India"**

initiatives as key drivers for economic growth & job creation in India.

**#startupindia**



**Make in India:** The Make in India initiative was launched in 2014 with the aim of transforming India into a global manufacturing hub.

The Make in India initiative seeks to leverage Indian's strengths, such as a vast pool of skilled labor, a growing domestic market, a strong IT and digital infrastructure, and favorable government policies. The initiative also focuses on improving the business environment by simplifying regulations, reducing bureaucratic hurdles, and enhancing infrastructure development.

**Startup India:** The Startup India initiative, launched in 2016, aims to foster an ecosystem conducive to the growth and development of startups in the country. It seeks to promote entrepreneurship, innovation, and job creation by providing startups with access to funding, mentorship, incubation support, and simplified regulatory procedures. The initiative focuses on supporting startups in sectors like **Technology, Manufacturing, Agriculture, Healthcare, And Education.**

Under the Startup India program, several initiatives and schemes have been introduced to nurture and support startups. These include the Startup India Hub, which serves as a single-point contact for startups to access information, guidance, and resources. Other initiatives include tax benefits, relaxed labor laws, fast-tracking of patent applications, funding through the Fund of Funds for Startups (FFS), and the Atal Innovation Mission, **which promotes innovation and entrepreneurship among students.**

The emphasis on Make in India and Startup India reflects the governments vision to encourage domestic manufacturing, create employment opportunities, promote innovation and entrepreneurship, and position India as a global player in the manufacturing and startup sectors.

These initiatives aim to harness Indian's demographic dividend, unleash the entrepreneurial potential of the youth, and contribute to the countrys economic growth and development.

**Lloyd's Entrepreneurship programme is launched to make YOU a successful entrepreneur.**

## Our 10-Point Approach

- 01 Entrepreneurship Curriculum:** Comprehensive and specialized focus on entrepreneurship, courses that cover topics such as entrepreneurial finance, startup management, innovation, business planning, and venture capital. opportunity identification, business planning, funding strategies, innovation, marketing for startups, and entrepreneurial leadership. in-depth knowledge and practical skills required to navigate the unique challenges and opportunities of starting and running a business
- 02 Incubation Center and Startup Support:** LTBI (Lloyd's Technology & Business Incubator) -provides support for startups. A dedicated space and resources for nurturing and supporting entrepreneurial ventures - access mentors, advisors, networking
- 03 Industry Connections:** Connections with the entrepreneurial ecosystem, collaborations, partnerships, and networks with local startups, incubators, accelerators, and angel investor groups to provide valuable networking opportunities and exposure to
- 04 Faculty with Entrepreneurial Experience:** A blend of academic qualifications and practical experience as entrepreneurs or consultants in the startup ecosystem. Faculty who have hands-on experience to provide valuable insights and guidance.
- 05 Entrepreneurial Experiential Learning:** Practical learning opportunities that allow you to apply entrepreneurial concepts and skills in real-world scenarios. This could include projects, internships with startups, participation in business plan competitions, or working on consultancy assignments for entrepreneurial ventures.
- 06 Guest Speakers and Mentors:** Guest speakers from the entrepreneurial world to share their experiences and insights & availability of mentors or advisors who can provide guidance and support throughout your entrepreneurial journey.
- 07 Funding Opportunities:** We facilitate access to funding opportunities for startups. This could include partnerships with venture capital firms, angel investors, or access to government funding schemes for entrepreneurship.
- 08 Entrepreneurship Events & Workshops:** Entrepreneurship-focused events, workshops, or conferences. These events provide exposure to current trends, success stories, and networking opportunities with fellow aspiring entrepreneurs and industry experts.
- 09 Support Services:** Availability of support services tailored to the needs of aspiring entrepreneurs, such as business plan development assistance, legal and intellectual property support, market research resources, and mentorship programs.
- 10 Holistic Business Education:** A comprehensive understanding of various business functions, including finance, marketing, operations, strategy, and leadership. Equips you with the necessary skills to manage different aspects of a business, which is valuable for entrepreneurs who need to wear multiple hats and make informed decisions across various domains. Lloyd's entrepreneurship course is designed to provide aspiring entrepreneurs with the knowledge, skills, and mindset required to start, manage, and grow their own businesses. Our course typically covers various aspects of the entrepreneurial journey.



## KEY LEARNING OUTCOMES

**Introduction to Entrepreneurship:** This module provides an overview of entrepreneurship, its importance in the economy, and the traits and characteristics of successful entrepreneurs. It explores different types of entrepreneurship, such as social entrepreneurship, tech entrepreneurship, and small business entrepreneurship.

**Opportunity Identification and Evaluation:** This module focuses on identifying and evaluating business opportunities. It covers market analysis, customer discovery, problem-solving, and techniques for assessing the feasibility and potential of business ideas. Students learn to recognize market gaps and develop innovative solutions.

**Business Planning:** This module guides students through the process of creating a comprehensive business plan. It covers key components of a business plan, such as executive summary, market analysis, competitive analysis, marketing strategy, operations plan, financial projections, and risk assessment. Students learn how to articulate their business vision and develop a roadmap for implementation.

**Marketing and Sales:** This module delves into marketing strategies, customer acquisition, branding, pricing, distribution channels, and sales techniques. Students learn how to effectively position their products or services, target their customer segments, and create marketing campaigns to drive business growth.

**Financial Management:** This module focuses on the financial aspects of entrepreneurship, including budgeting, financial forecasting, funding options, financial statements, and managing cash flow. Students learn how to create and interpret financial reports, understand basic accounting principles, and make informed financial decisions.

**Legal and Ethical Considerations:** This module covers legal structures for businesses, intellectual property rights, contracts, regulations, and ethical issues in entrepreneurship. Students gain an understanding of legal requirements, compliance, and ethical practices that entrepreneurs need to consider while operating their businesses.

**Innovation and Creativity:** This module explores techniques for fostering innovation and creativity in entrepreneurial ventures. It covers design thinking, ideation processes, prototyping, and problem-solving methodologies. Students learn how to generate and refine innovative ideas to gain a competitive edge.

**Entrepreneurial Finance and Funding:** This module focuses on financing options available to entrepreneurs, such as bootstrapping, venture capital, angel investment, crowdfunding, and government grants. Students learn how to develop investment pitches, negotiate with investors, and manage financial resources effectively.

**Entrepreneurial Leadership and Team Building:** This module emphasizes the importance of leadership skills in entrepreneurial ventures. It covers team dynamics, effective communication, conflict resolution, and building a strong organizational culture. Students learn how to motivate and manage teams to achieve business objectives.

**Entrepreneurial Mindset and Resilience:** This module focuses on developing the entrepreneurial mindset, including risk-taking, resilience, adaptability, and perseverance. Students learn how to embrace failure, overcome challenges, and develop a growth mindset necessary for entrepreneurial success.



# Unique Proposition of the Program



“We can be a valuable investment in your entrepreneurial journey, providing you with the knowledge, skills, and network to succeed in the competitive business landscape.”



Be A Part Of The Youth Driving The Growth Of The Nation



Demography Of Start-up Founders In India (source: Nasscom)

India is the youngest start-up nation in the world  
**72%** of the founders are less than **35 years old**

