



# ENTREPRENEUR SCHOOL

**WELCOME THE CAREER OF THE 21ST CENTURY.**

**THE CAREER THAT CAN CHANGE A LOT.**

**THE CAREER THAT CAN CHANGE LIVES.**

**THE CAREER MOST PEOPLE DREAM OF.**

**THE MOST REWARDING CAREER.**

**THE MOST RISKY CAREER.**

**THE MOST MISUNDERSTOOD CAREER.**

**BUSINESS.**

**WELCOME TO ENTREPRENEUR  
SCHOOL.**

# **THE PROBLEM**

Business is one of the most common professions practiced by millions all over the world. Business is also one of the most deeply studied subjects in the world. Tons of books and papers have been written on the subject of business, on practically every aspect of business.

Yet – the success rate of business is ridiculously low. According to many experts, up to 90% of new businesses fail within just five years!

We have some observations which might we believe are the possible reasons for this.

1. Business is possibly the only profession where there is hardly any concept of preparatory training. People just get into business. Some make the effort of acquiring domain knowledge. In family businesses, the newcomers are trained in managing the shop. But overall, there is hardly any concept of business education.

2. Therefore, there is no recognized methodology for an entrepreneur to acquire the skill sets required for business. There are many entrepreneurs who have zero people management skills. There are entrepreneurs who struggle from productivity issues. There are entrepreneurs who cannot sell.

3. Most importantly, people do not realize that business is changing rapidly and tremendously. Competition, technology and support systems have transformed the field of business. Yet, many people are conducting business by what is known as 'business sense' instead of educated research and standard systems. They are functioning as complete amateurs, and are unable to sustain any kind of success in the long run.

# **THE SOLUTION**

ENTREPRENEUR SCHOOL has been conceived and designed to educate individuals who want to start a business. The program educates and grooms an entrepreneur with all the necessary knowledge, skills and mindset required for successful business. The program has been created with two basic principles:

1.SIMPLICITY – Unlike a lot of programs in the market, the program follows a no-jargon simple structure so that even a child will be able to understand. We have not included complex topics so that we can focus on the core essentials. Using simple techniques, we train the participants on the most basic concepts.

2.REAL TIME PROGRESS – The program is more of a walkthrough than a knowledge session. The participants are expected to move along with the program setting up the business step by step, as directed. The participants are taken through the entire process of setting up a business and by the end of the program, they are expected to be ready to start running the daily operations.

# **METHODOLOGY**

This is a one-to-one program that is divided into 2 parts.

PHASE 1 - Here we prepare you as an entrepreneur. We train you on all the attributes and skills required to be a successful entrepreneur. Most of these lessons come with short projects/assignments designed to help you master these skills.

PHASE 2 - You are ready to be the boss at this stage. You have become C.E.O. material! Now we start working on your venture. We start with helping you select the right business. Then we build the venture ground up. We handhold and educate you on every step. This intervention goes on till you start generating revenue.

Both these phases are flexi-time and should be completed in three months, each.

# ENTREPRENEUR COACHING

This is a program for existing entrepreneurs who are facing a lot of difficulties.

This is a 3-6 month intervention to solve the problems of the nascent venture. This usually begins with a thorough discussion after which we decide whether we are the right people for the challenges faced by the client.

During the intervention, there are regular sessions with the client where we approach different aspects of the business. We identify and rectify the different challenges to ensure the smooth running of the business.

Major issues we assist with are:

- inability in getting customers
- inability to manage capable manpower at the right price
- inherent strategic errors
- chief executives coaching, etc.

# ABOUT US

THE WEALTH SCHOOL is a unique startup that specializes in educating individuals about wealth.

ENTREPRENEUR SCHOOL is the most well-received program of the entire bouquet. It is a training and coaching system that enables individuals to set up a business from scratch.

Currently, ENTREPRENEUR SCHOOL focuses on microbusinesses and home businesses. Since its inception in 2020, the program has trained almost 70 participants, all sourced organically, to set up successful businesses, from medicine shop to restaurant to financial consultancy.

With a proven success record and excellent feedback of the program, we are now ready for the next level. We are poised to become a major brand in entrepreneurship coaching, one of the most important new areas of education in the 21st century.

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