



## Management Entrepreneurship Program

The MEP is designed to help those startups who have reached an early stage revenue with a basic Product-Market-Fit (PMF), accelerate their journey to becoming structured, investment-ready businesses. The goal is to move from PMF to building a company with sustainable growth, profitability, and strategy.

By the end of the program, each startup will present a clear and validated Business Plan backed by financial projections and growth strategy.



IIT Palakkad  
Technology IHub Foundation  
Driving automation for energy and safety



### Program Structure

- **Contact Sessions**  
Thematic, weekly sessions with templates and startup presentations. Each session includes conceptual input, interactive planning and assignments
- **Master Classes**  
Led by industry experts to provide practical insights in finance, legal, fundraising, etc.
- **One-on-One Mentoring**  
Tailored mentoring based on startup-specific needs across finance, legal, operations, and fundraising
- **Learning Resources**  
Templates for all strategic and operational plans, curated video clips, case studies and relevant startup articles.

**Course Fee: ₹ 50,000 +18% GST**  
**₹15,000 +GST while joining**  
**and the remaining amount as a success fee\*.\***

### Outcome

- A complete and validated Business Plan Document
- A structured Financial Plan and Cash Flow Projection
- A clear 3-year Sales and Growth Strategy
- A defined Team and HR Policy Framework
- Clarity on when to pivot, partner, or exit
- A polished Investor Pitch Presentation

Last Date to Apply  
**5<sup>th</sup> September 2025**  
before 5:00 PM IST



Scan the  
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apply

## Expert Mentors



Cohort Chair

Mr. S Muralidharan  
Advisor  
Entrepreneurship, IPTIF



Mr. Thirumala Gudla  
Investor Connect



Ms. Khyati Jha  
Legal & Compliance



Mr. P.K. Gopalakrishnan  
Fundraising



Mr. Premkumar  
Manavazhi  
Industry Leadership



Mr. Ramakrishnan  
Venkateswaran  
Financial Planning



Mr. Sriram Sankaran  
Business model



Mr. J. V. Ramamurthy  
Sales, Marketing and  
Customer connects



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