



India's Best & Finest
Start-up School



15 Months
Executive MBA
Program

IISc | IIT Dharwad |
BEST Innovation University |
IREU

IREU START-UP LAUNCHPAD PROGRAM

Become the Co-Founder of Your Company - While You Learn



IISc Certificate:
From Idea to Startup - Strategy,
Innovation & Venture Launch



Incubation From
IIT Dharwad



EVERY EMPIRE STARTS WITH A CRAZY IDEA!

Here's the Reality: Most ideas never take off – not because they lack potential, but because Founders don't have the Right People, Guidance, or Platform to bring them to Life



That's why IREU Startup Launchpad exists to transform
Ideas into Action, Sparks into Flames, and Flames into
Thriving Ventures

WORK . CONNECT . CREATE



THE STARTUP DREAM & THE PROBLEM

You've felt it, right?

That itch. That voice that says,

"I'm Meant To Build Something BIGGER"

But then, Reality Kicks in:

1. Where do I find the right co-founders?
2. Who's going to mentor me?
3. How do I balance learning with building?
4. And most importantly - who's going to bet on me?

Most founders quit here...
But.... NOT YOU

Because You've Found Us!! The IREU Team is here With You



Teamwork in Action



Building the Future Together

The IREU Startup Launchpad



IMAGINE THIS:

You walk into a room of DREAMERS, BUILDERS, REBELS
INSTEAD OF COMPETING, you connect
Instead of just STUDYING, you're BUILDING
Instead of WAITING, you're CREATING



For 15 months, **YOU LIVE THE FOUNDER'S JOURNEY** with IIT Incubation, IISc Certification, Executive MBA Degree and Expert Start-up Mentorship Fuelling Your Growth

**This isn't just a Program, Its the Launchpad to the Future,
You have always Imagined**



Your Campus: In the Heart of Innovation

Our Campus is at WeWork, Manyata Tech Park, Bangalore, the right place where the magic happens

Surrounded by 1000+ Startups

You won't just learn about entrepreneurship; you'll live in the middle of India's biggest startup hub

Networking Every Day

Chance encounters with founders, investors and innovators over coffee become part of your routine

Work Hard, Play Harder

From cool co-working spaces to vibrant events, workshops, and community hangouts-learning here feels like being inside a live startup festival

Energy of Bangalore

Be at the epicenter of India's Silicon Valley, where ideas grow faster and opportunities knock daily



**At IREU Campus, you don't just attend classes,
you experience the startup life, every single day.**

IREU FOUNDER'S STORY

Thejasvi's Story

Every great movement begins with a visionary.
For IREU, that's Thejasvi D.S.

Founded an IT company in 1996,
when India had just 25 IT firms.

Served as VP at Barclays, JP Morgan,
Swiss Bank UBS, Deutsche Bank, ANZ,
Citi Bank.

Serial entrepreneur across tech & finance,
with ventures that shaped ecosystems
before "start-up" was even a buzzword.



His mantra: "The world doesn't need more job seekers. It needs founders."

THEJASVI DS

**His spirit powers IREU students aspiring to be startup founders
to take calculative risk**



IREU STARTUP LAUNCHPAD PROGRAM

This isn't just another Executive MBA

Your journey is powered by **India's Greatest Institutions:**

IIT Dharwad Incubation

Here's where you don't just learn, **You Build a Start-up**

Students of IREU Startup Launchpad become Real Co-Founders, nurtured at **IIT Dharwad's incubation ecosystem**

Get access to IIT Incubation Centre, Best Mentors and India's Leading Innovation Hub

At IREU, you don't just graduate -You launch a company with IIT incubation and IISc certification

Message from IIT Director

"Entrepreneurship is no longer just about starting a company—it's about building solutions that create impact. At IIT, we've seen how the right ecosystem can transform young minds into future leaders. This program has been carefully designed to combine world-class mentorship, academic excellence, and real startup exposure

Every student here will walk away not just with knowledge, but with the confidence and capability to lead—whether as a co-founder or as a key member of a high-growth startup. I invite you to take this journey seriously, because the opportunities ahead are limitless"

PROF. Venkappayya R. dEsAi

Director-IIT Dharwad



Message from IISc Professor: Dr. M.H. Bala Subrahmanya

"At IISc, we believe that entrepreneurship is both an art and a science. With the right mix of strategy, innovation, and execution, students can transform simple ideas into ventures that change industries.

This program is designed to give you more than just academic knowledge – it gives you a real entrepreneurial toolkit: practical labs, live startup cases, and frameworks you can apply from Day 1.

By the end of this journey, you will not only understand how ventures are built, but you will also be ready to lead one yourself or contribute meaningfully within a startup ecosystem. I welcome you to IISc and look forward to seeing the leaders you will become.

Dr. M.H.BALA SUBRAHMANYA

*Professor-Department of Management Studies
Indian Institute of Science (IISc)*



Message from BEST Innovation University

At BEST Innovation University, we see education as the spark that drives transformation
An Executive MBA is not just about business knowledge – it is about shaping leaders who can innovate, inspire, and create lasting impact in the world of work and beyond



Shri Bharat Lal Meena
Chairman-BEST Innovation University



Dr. Rupa Vasudevan
Chancellor-BEST Innovation University

WHAT YOU GET INSIDE

The Founder's Toolkit

- Find Your Co-Founders + 15 Months Mentorship

- IIT Incubation
- Executive MBA Degree

- IISc Start-up Certification
- Global Exposure

Find Your Co-Founders + 15-Month Mentorship

Build your dream team and get guided by industry leaders for over a year

IIT Incubation

Exclusive access to IIT's startup ecosystem, networks, and incubation support

Executive MBA Degree

Gain the business foundation you need with a globally recognized qualification

IISc Certification

Add credibility and technical edge from one of the world's top research institutes

Global Exposure

Learn and connect with experts, entrepreneurs, and investors from across the globe

THE OUTCOME

By the end of the program, every student will either become a co-founder of a startup or, if they choose not to build their own, we ensure placement in a startup so they gain first-hand entrepreneurial exposure



GLOBAL EXPOSURE BEYOND BORDERS

At IREU, you don't just dream global – **you experience it**
Our Start-up Demo Days connect you with the **world's best investors**



SINGAPORE

Network with Southeast Asia's top VCs & accelerators



DUBAI

Explore cross-border scaling & global investor opportunities



MUMBAI

Pitch live to India's biggest startup investors



This isn't theory, It's your first step into the global arena

MEET YOUR MENTORS

Your journey is backed by leaders who've built empires



RAMYA GK

Co Founder IREU Ex Goldman Sachs



DR. M.H. BALA SUBRAHMANYA

Global Startup Ecosystems & Policy Analysis



DR. GANESARAMAN

Venture Architecture &
Operational Excellence



DR. MURALI LOGANATHAN

Startup Scalability &
Investment Readiness



Dr. Muthukumaraswamy

Product-Market Innovation &
Growth Strategy



Dr. Krishna H S

Entrepreneurial Mindset &
Indian Startup Evolution



Dr. Jagriti Bhattacharya

Venture Capital &
Financing Mechanics

Your Mentors = Your Unfair Advantage

WHO THIS IS FOR

Find Your Founder's Tribe at IREU Startup Launchpad

Perfect fit if you are:

- ◆ The Builder who needs a team
- ◆ The Idea Owner with fire in your belly
- ◆ The MBA + Founder Hybrid chasing both credentials and impact
- ◆ The Calculated Risk-Taker betting on yourself
- ◆ The Future Empire Architect dreaming of global scale
- ◆ The Legacy Builder who refuses to settle for ordinary



Not for you if you:

- ◆ Want passive learning
- ◆ Fear risk and prefer fixed paychecks
- ◆ Think 9-5 work is job security
- ◆ Choose textbooks over boardroom battles

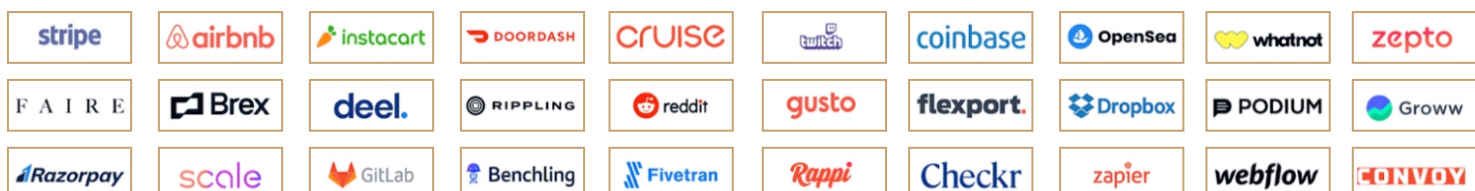
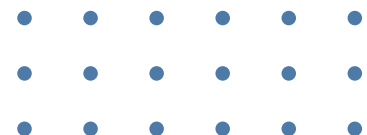


Why IREU Works

Because unlike any other institute, you're not just learning theory

You're:

- ◆ Building with real co-founders
- ◆ Mentored by IIT & IISc experts
- ◆ Accessing investors and incubators
- ◆ Walking out with Executive MBA and a venture of your own



IREU STARTUP LAUNCHPAD

PROGRAM ROADMAP

HUSTLE MAP TRIMESTER 1

MONTH 1	MONTH 2	MONTH 3
YOUR STARTUP MATURITY		
Problem Discovery		
YOUR FOCUS AREAS		
Idea Generation Market Research Team Formation, Problem Identification Idea Validation Workshop		

HUSTLE MAP TRIMESTER 3

MONTH 7	MONTH 8	MONTH 9
YOUR STARTUP MATURITY		
Business Model Building		
YOUR FOCUS AREAS		
Business model design Market sizing & customer segmentation Revenue Modeling Go-to-market strategy frameworks Pricing strategies		

HUSTLE MAP TRIMESTER 5

MONTH 13	MONTH 14	MONTH 15
YOUR STARTUP MATURITY		
Demo Day & Launch		
YOUR FOCUS AREAS		
Fundraising fundamental financial planning Investor deck creation Term sheet & negotiation training Final pitch		

HUSTLE MAP TRIMESTER 2

MONTH 4	MONTH 5	MONTH 6
YOUR STARTUP MATURITY		
Prototyping & MVP		
YOUR FOCUS AREAS		
MVP development (techproduct building) User feedback loops Iterative Prototyping UNUX design sessions Product Market fit		

MONTH 10	MONTH 11	MONTH 12
YOUR STARTUP MATURITY		
Go-to-Market Strategy		
YOUR FOCUS AREAS		
Digital Marketing Customer Acquisition channels Sales strategies Early Revenue generation customer relationship		

Dubai & Singapore

Bangalore & Mumbai

HUSTLE MAP TRIMESTER 4

1. Do I need a startup idea before joining the program?

Not at all! Whether you have an idea or are still exploring possibilities, the IREU Startup Launchpad Program in collaboration with IIT Dharwad's dhaRti Incubation Centre and IISc Bangalore is designed to guide you.

If you already have an idea, we'll help you refine it, validate it, and shape it into a market ready venture. If you don't have one yet, our structured offline program at IISc Bangalore will take you through problem discovery, brainstorming, and market validation, all under mentorship from industry experts, IISc faculty, and experienced entrepreneurs. By the end, you'll have not just a solid idea — you'll have the founder mindset, confidence, and a clear roadmap to launch your own startup.

All you need to bring is your passion to build, and we'll guide you to create the rest.

2. Who can apply to this program?

This program is open to:

- College students who want to become entrepreneurs
- Recent graduates exploring startup opportunities
- Working professionals looking to launch their own venture

If you have the drive to create something meaningful, this program will help you convert your vision into a validated, real-world startup



3. What kind of support and mentorship will I get?

You'll receive comprehensive support at every stage of your startup journey, including:

- **Structured Incubation:** Access to IIT Dharwad's dhaRti Incubation Centre, where your idea is nurtured with resources, lab facilities, and a startup-ready environment.
- **Expert Mentorship:** Guidance from IREU School for Startups, IIT Dharwad, and IISc faculty, along with industry experts who have successfully built startups.
- **Investor & Corporate Connections:** Opportunities to pitch to investors and collaborate with corporate partners to scale your venture.
- **Hands-On Startup Experience:** Learn by doing — develop a real product, test it in the market, and refine your business model.

This program ensures you gain practical, actionable skills, not just theoretical knowledge, and positions you to confidently launch or grow your startup.

4. Where and how is the program conducted?

The program is completely offline, conducted at WeWork, Manyata Tech Park, Bangalore and prestigious

India's #1 Institute, IISc Bangalore campus. You'll experience a professional, immersive startup environment, attend workshops, engage in pitch sessions, and work alongside peers who are equally passionate.

5. What certification or degree will I receive?

Upon completing the program, you'll receive:

- IISc Bangalore Startup Certification — an industry-recognized certification validating your startup knowledge and skills
- Executive MBA from B.E.S.T Innovation University — formal academic credentials complementing your entrepreneurial experience

These credentials enhance your credibility as a founder and open doors to further opportunities, investments, and collaborations.



6. What if I'm not ready to start my own company immediately after the program?

No worries at all! The program is designed to support you whether you launch immediately or take time to prepare.

If you're not ready to start your own venture right away, we provide exclusive placement assistance in promising startups within our network. This allows you to gain real-world experience, build skills, and understand the startup ecosystem from the inside.

Later, when you feel ready, you can leverage your experience, mentorship, and network from the program to launch your own startup with confidence.

In short, the program ensures that every student has a clear path forward — whether it's working with an innovative startup first or diving straight into building their own.

7. How do I get started?

A: It's simple! Book a free consultation today. During this session, we'll discuss your aspirations, explore how the program aligns with your goals, and create a roadmap for your startup journey. Your path from idea to investor-ready startup starts with a single step.

IREU School For StartUps

READY TO CLAIM YOUR THRONE?

The WORLD believes in those
who believe in themselves.



APPLY NOW-COHORT ARYABHATTA-25

