IOD Institute of Directors

Building® Tomorrow's Boards

Are you a

Startup Professional?

Did you ever had an opportunity to **undergo professional training** on various dimensions of Startup business?

Masterclass for Startup Professionals

Leading to **'Certified Startup Business Practitioner'** Certification
(A condensed 3 days virtual training programme for **Startup Leadership Startup Mentors** and **Startup Aspirants**)

Experience the unique IOD **'Certified Startup Business Practitioner'** for startup leadership, consultants and startup aspirants to enhance their **organisational business value.**



Overview

Entrepreneurial Management transforms culture and derives growth. The Startup way is a wonderful decoding for these, seeking to create, nurture and sustain entrepreneurial thinking in companies at any size and scale. Continuous innovation is the key to long-term impact and success. Startups can be built to learn and adopt. This programme focuses on the unified theory of entrepreneurship and the management system for transforming the startups and innovation at scale.

Module 1: Government Schemes and Policies for Startups

Upon completion of this session, a participant shall have clarity on various governmental policies, schemes and opportunities presently on offer for Startups.

Module 2: Regulatory, Legal and Compliance Framework for Startups

Upon completion of this session a participant shall have knowledge on the regulatory, legal and compliance aspects of Startup business.

Module 3: Financial Management for Startups

Upon completion of this session a participant shall have better understanding on the financial and accounting related aspects of startup business.

Module 4: Financial Health of the Startups, Funding & Taxation Aspects

Upon completion of this session a participant shall have better understanding on the Capital funding and taxation related aspects of startup business.

Module 5: Incubation, Entrepreneurship & Operational Efficiency

In this module, participants will entwine with the concepts of entrepreneurship, and how to successfully incubate and take maximum leverage of such incubation services.

Module 6: Analyse the Opportunities, Challenges & Managing Risks

In this module, the participant will enhance the understanding of the external environmental factors and analyse the Opportunities available & Challenges posed while managing the risks associated with the resilience strategic decisions.

Module 7: Driving ESG Agenda & Building Sustainable Enterprise

This module addresses the emergence and need of the Environmental Sustainability Governance, key environmental challenges and helps the startup critically assess sustainability driven business-models, techniques and tools to create long-term value for their organization in accordance with the legal and social obligations posed in Indian and Global scenario.

Module 8: Entrepreneurial Leadership, Innovation & Value Creation

Upon completion of this session a participant should have clarity on entrepreneurial leadership, leadership role and the need and importance of innovation and creating value to gain competitive advantage.

Module 9: Stimulating Brand Building & Effective Market Outreach in a digitized economy

In this module, participants get to engage with domain experts and gain hands-on knowledge on how to traverse through this growing digital revolution and leverage it for the benefit of their enterprises. Social media effectiveness for image building at least cost will be elaborated to improve competitiveness.

Module 10: The Essential Skill Kit for a continued growth

In this module, participants will equip themselves with the quintessential skills such as holistic thinking, reasoning and making important fact based sound decisions, along with mastering how to prepare and communicate effective powerful presentations.

What is Masterclass for Startup Professionals?

The changing global business environment and transformational capabilities of the modern day disruptive technologies in enterprises have created tremendous business opportunities for professionals who poses creativity, innovative thinking ability and global vision. The bold initiatives taken by of the Government of India(GOI) has empowered the young minds to transform their business ideas to sustainable business projects. The past few years have witnessed the introduction of numerous startups and SMEs emerging in India, where few accelerated with increasing momentum while many others vanished in the tick of time.

The great ideas, innovative concepts, excellent product design and enthusiastic entrepreneurial human capabilities fail to deliver the desired outcome due to multiple factors, especially due to disorientation on the various dimensions of startup business including finance, legal & regulating aspects, governmental policies, project pitching, fund raising etc.,

Proper orientation and training on various dimensions of start-up business creates an excellent platform for the leadership and mentors not only in taking right decisions rather to lead the enterprise to a sustainable business model.

The Institute of Directors (IOD), one among the top corporate leadership, empowerment and governance institutes in the country has been committed to train and develop visionary and competent start-up leadership in line with the UN SDG 2030 goals. The Masterclass for Startup Professionals has been scientifically designed to appropriately orient the participants in all aspects related to start-up business from ideation to exit strategies.

Successful completion of the high powered masterclass programme shall offer updated knowledge for startup leadership, and equip the participants with business wisdom to transform their organisation to the next level.

Why Masterclass for Startup Professionals?

The changing paradigms of the VUCA world exposes startup and SMEs with similar impact as larger corporates are peeled to. Hence, there is an increasing responsibility on startup leadership to nurture the entire organization to visualize and achieve strategic objectives. The Masterclass for Startup Professionals training programme offers Strategic Leadership with an holistic perspective on the management and governance of startup business while operating in a complex and turbulent business environment.

The masterclass opens a whole new vista of opportunities for the startup leadership in business simplification and sustainability.

- Three days condensed programme followed by an online MCQ, will lead to the award of **'Certified Startup Business Practitioner'** Certification
- Enhance the organizational business value
- Develop professional networking through IOD Platform
- Better understanding of corporate risks and risk management techniques
- Greater awareness of governmental incentives and policies
- Improve competence in integrating effective corporate performance
- Shape professionalism in the organization based on **International best practices**

Who would Benefit

This course is designed for Startup Leadership, Startup Directors, Startup Aspirants, Startup/ SME Mentors, Entrepreneurs, Bankers, Charted Accountants, Company Secretaries, Management Consultants, Academicians, Housewives and professional students who are keen to be successful in startup or SME business.

Institute of Directors

Established in 1990, Institute of Directors, India is a society (National level), registered under the Societies Registration Act XXI of 1860, in India. IOD is committed to its endeavour of building sustainable startups of the future. IODs boardroom development agenda has traversed through the years, culminating the extended dialogues, and deliberations year round and across geographies.

www.iodglobal.com



'Certified Startup Business Practitioner'
Certificate will be issued, on successful completion of the course.

Registration Fee

Non-Residential (3 days programme) Rs.34,500 + GST 18%
10% discount on booking and payment 3 weeks in advance
10% discount for group participation from the same organisation (3 or more candidates)

INSTITUTE OF DIRECTORS (IOD)

Head Office

New Delhi
M-56 A, Greater Kailash
Part- II (M-Market Market)
New Delhi - 110048
Tel: +91-11-41636717, 41636294, 41630030, 46061475, 46061476
Email: info@iodglobal.com

Regional Offices

Bengaluru
No. 905, 9th Floor, South Block,
Manipal Centre, Dickenson Road,
Bengaluru - 560042
Tel: +91-80-25092234 / 25583490
E-mail: info@iodglobal.com

Chennai
Door No 358-L, 3rd Floor,
Block "A", GJ Plaza, 358,
Lloyds Road, Gopalapuram
Chennai - 600086
Tel: +91-44-35233435/35264806
E-mail: info@iodglobal.com

GIFT City (Gujarat)
3rd Floor, 1-D,
GIFT One Tower, Gift City,
Gandhinagar, Gujarat - 382050
Tel: +91-79-7965298060/61/62
E-mail: info@iodglobal.com

Hyderabad
#608, 6th Floor, Aditya
Trade Center, Ameerpet,
Hyderabad - 500038
Tel: +91-44-35233435/35264806
E-mail: info@iodglobal.com

Mumbai
1092 - C Wing Oberoi Garden
Estate, Chandivali, Andheri (East),
Mumbai - 400072
Tel: +91-22-40238141 / 42 / 43
E-mail: info@iodglobal.com