

Join the
Movement
Rebuild
Malabar



Perpex
Practical B-School

Where You Learn, Build, and Lead



INCEPTION

What You Learn:

- Find your purpose and business basics
- Spot market needs and customer problems

What you do:

- Map your vision and explore market gaps
- Study examples of successful startups

BYOB Activities:

- Vision Mapping Workshop
- Customer Persona Workshop



REVELATION

What You Learn:

- Build your business model and understand customers & Learn marketing and sales basics

What you do:

- Create your business plan and marketing approach
- Study marketing Case studies

BYOB Activities:

- Marketing Strategy Blueprint
- Sales Funnel Development

Your Journey to PerpeX Perpetual Excellence



TRANSITION

What You Learn:

- How to register and legally set up your business
- Manage money, budgeting, and risks
- Improve negotiation and leadership skills

What you do:

- Complete business registration
- Work on budgeting and risk plans
- Practice negotiation exercises

BYOB Activities:

- Business Registration & Incorporation
- Budgeting and Risk Management Workshops



IMPLEMENTATION

What You Learn:

- Prepare and deliver strong investor pitches
- Develop sales skills and close deals
- Improve based on feedback

What you do:

- Build and present your pitch
- Practice sales techniques
- Get feedback and improve

BYOB Activities:

- Pitch Practice & Investor Simulation
- Digital Marketing Campaigns



REVOLUTION

What You Learn:

- Launch and grow your business
- Understand key job roles and career options
- Learn about seed funding and growth

What you do:

- Practice running your business
- Prepare your career and network
- Work towards getting seed funding

BYOB Activities:

- Job Role & Leadership Simulation
- Business Scaling & Growth Strategy

PerpeX B-School: Built for the Bold



If you're dreaming of building a startup or just tired of textbook learning, you're not alone. Thousands of graduates are left with degrees but no direction.

At Perpex B-School, we bridge the gap between ambition and action.

We exist for the doers. The ones who want to earn, build, and grow through real-world experience, not just lectures

Why we built this?

Building Malabar's Greatest Doers. One Business at a Time. Malabar was once the heart of global trade. We believe it can be again.

We aim to revive that spirit by building India's most powerful community of young entrepreneurs —from Kozhikode to the country and beyond.



Reviving Malabar Through Entrepreneurship



Learn directly from industry leaders through
CEO approved curriculum



Build your own startup with our BYOB challenge



Lead confidently with CRT + OJT (Classroom +
On-the job Training)



Earn while you learn.

What You'll Gain: Skills That Matter

- Entrepreneurial Thinking
- Branding & Marketing
- Sales Psychology
- Business Communication
- Startup Building
- Team & Leadership Skill
- Go-To-Market Strategies
- Digital Tools & Financial Planning
- Network building



Your 3-Month Entrepreneurial Launchpad

Kozhikode, Kerala.
Offline + Practical
Hands-on sessions



Learn from founders,
CMOs, marketers,
industry Experts
and investors



Build & pitch your
own business idea to
Investor



Peer network,
industry exposure,
and funding access



Is This Program Right for You?



Final-year students
and fresher

Aspiring entrepreneurs
and freelancer

Job seekers who want
real-world business
experience

Dreamers with ideas
but no clarity where
to begin

What Makes Perpex B-School Different?



2 Years of B2B Insight, Now in a Classroom. We spent two years working directly with businesses before launching this course. That experience shaped a program where:

- 100+ CEOs have validated our curriculum
- Every class includes action: tasks, presentations, projects, and feedback
- Students learn how to solve real business problems, not just exam.

Every class includes action: tasks, presentations, projects, and feedback

100+ CEOs Approved



Learn from the Builders.
And the Breakers.



**“Lessons from
boardrooms,
not blackboards.”**

- Mentorship from 100+ CEOs, founders & CXOs
- Learn from real failures, pivots & comebacks
- Weekly sessions with top business minds
- Unfiltered insights you won't find in textbooks

BYOB



Build Your Own Business

Start your venture.
While you're still learning.

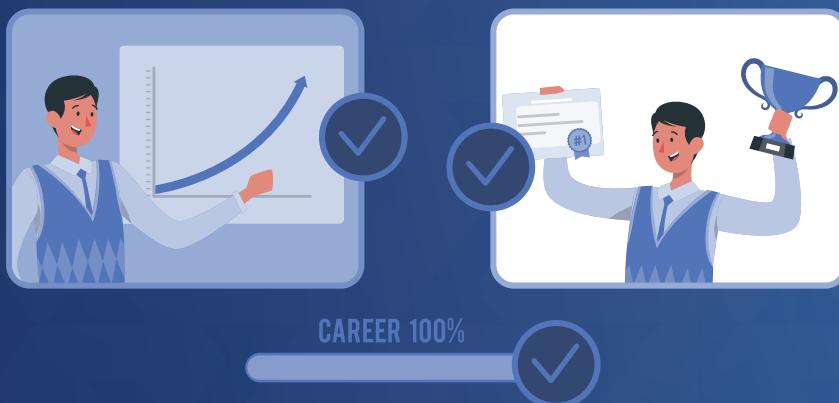
**“Don’t
just study
startups.
Run one.”**



- Launch your own business in 4 months
- Go from idea to MVP inside the classroom
- Get real-time mentorship & team support
- Pitch live at our startup demo day

Career Credit Score

No Exams
Just Execution.



“We don’t test with papers. We test with problems.”

- No theory-based exams—only task-based evaluation
- Earn career credits through real challenges
- Unlock badge levels (Bronze to Platinum)
- Show your score on your CV & LinkedIn
- Trusted by recruiters. Built for the real world

Capex



The Startup Fund

Fuel for Founders
Capital for Creators



“Great ideas deserve more than applause— they deserve funding.”

- Compete for a ₹3 Cr seed fund
- Win grants & backing for your BYOB startup
- Get mentored by investors, not just teachers
- Equity-free support for high-potential teams
- CapEx funds execution, not just pitches

Outcomes That Speak for Themselves



By the end of the program, you'll leave with:

- Proof-of-Work Portfolio
- 110% Placement Assistance
- Interview & Job Readiness
- Seed Funding Access (for top ideas)
- Strong business mindset & confidence



We're not just creating professionals.
We're shaping bold,
grounded entrepreneurs.

Apply now to take your first step



Perpex
Practical B-School

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