

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

The 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





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



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

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:

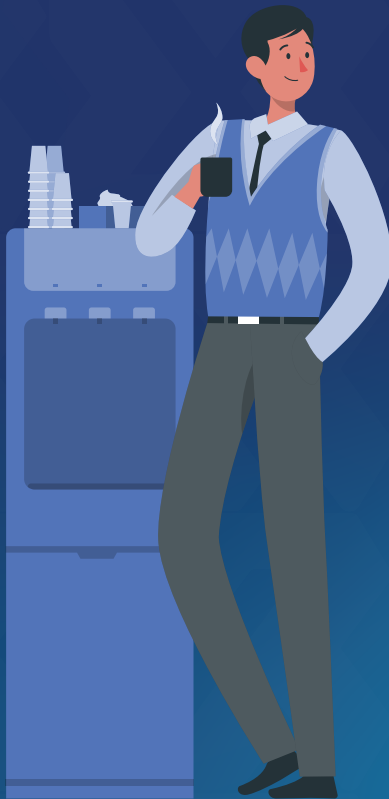
- 100+ CEOs have validated our curriculum
- Every class includes action: tasks, presentations, projects, and feedback
- Students learn how to solve real business problems, not just exam.

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.”

CAREER 100%



- 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

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

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 Entrepreneurial Launchpad

Kozhikode, Kerala.
Offline + Practical
Hands-on sessions



Learn from founders,
C-Suites, 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

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



B2B Collaboration Network





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

Grow X times with PerpeX



PerpeX
Practical B-School

**Al Rahaba Arcade
Pushpa Junction
Calicut**

**6th Floor - T1,
Hilite Business Park
Calicut**

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