

EXECUTIVE PROGRAMME IN **VENTURE BUILDING AND MANAGEMENT**

This cohort focuses on the future of entrepreneurship:

HEALTH TECH	EDTECH	DEEP TECH	AI	D2C
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OCTOBER 2025 COHORT



Bower is built on one belief
entrepreneurship is everywhere

About Bower

School of Entrepreneurship

Bower School of Entrepreneurship was founded with a simple idea: learning business should be as real as building one.

Over the years, we've:

Impacted
5,600+ students

through our programmes and workshops.

Built a thriving community of
entrepreneurs, mentors, and investors.

Supported ventures at every stage—from first idea scribbled on a notepad to

scaling into the market.

At Bower, classrooms look like boardrooms, corridors feel like co-working spaces, and every interaction is about building, testing, and scaling. This is not education for later—it's entrepreneurship, practiced today.



Founder's Note

It's been 10 years since I began my entrepreneurial journey. Even after successfully exiting a venture, I realized I still lacked many essential skills—especially in areas like economics—that every entrepreneur needs to master in order to scale effectively. That's why I created the LEAD Program, designed specifically to support entrepreneurs who are in the process of scaling their ventures.

LEAD offers practical playbooks developed by active entrepreneurs, tailored to simplify and accelerate the growth journey for founders.

Beyond hands-on modules, the program includes investor dry runs to prepare you for funding conversations, along with expert guidance focused on scaling your business successfully.

Warm regards,

Pavan Allena

Founder,

Bower School of Entrepreneurship

Metamorphosis (acquired)



Built & Refined by India's Best

At Bower, we believe a world-class programme deserves world-class minds behind it. That's why the LEAD curriculum is shaped in collaboration with leaders who have built India's most respected institutions.



|Mr. Ajit Rangnekar

Former Dean - ISB, Ex- Director
General- Research & Innovation Circle
of Hyderabad (RICH)



Ajit has spent decades shaping India's entrepreneurial and academic ecosystem. As the former Dean of ISB, he scaled one of the country's top business schools into a global name. At Bower, he guides our curriculum design, ensuring that every module reflects both academic rigour and practical entrepreneurial relevance.



|Mr. Srinivas Rao Mahankali (MSR)

Ex CEO T-Hub (India's largest incubation centre),
Co-Founder Aujas Cybersecurities, Serial
Entrepreneur
IIM Bangalore - PGDM

A leading figure in India's startup ecosystem, MSR has enabled hundreds of founders to scale through T-Hub. As part of Bower's advisory board, he brings unmatched ecosystem insights and mentorship access.



|Mr. Praveen Garimella

ISB Curriculum Designer



With deep expertise in structuring business education, Praveen has helped design ISB's cutting-edge learning experiences. Now working directly with Bower, he is instrumental in defining and refining LEAD's modules—from strategic leadership and financial modelling to growth strategies and venture scaling.

This unique collaboration means LEAD is not just another programme. It is a curriculum crafted by India's finest educators and practitioners, blended with Bower's startup-first philosophy.

At Bower, you'll learn from active founders, but the framework behind what you learn is designed at the same level as India's top business schools—and tailored for builders, not just managers.

Why LEAD is Your Perfect Choice

Bower LEAD equips you with the skills, mentorship, and global insights to turn ideas into impactful ventures

01 Tailored for Entrepreneurs:

Designed specifically for aspiring entrepreneurs, early stage founders, and ambitious professionals looking to build or scale their ventures.

03 Expert Mentorship

Learn directly from industry leaders, seasoned entrepreneurs, and top investors who bring decades of experience to guide your journey.

05 Innovative Curriculum

Dive into cutting-edge modules on design thinking, financial planning, scaling strategies, and digital marketing tailored for modern business needs.

07 Professional Certification

Earn a prestigious certificate upon completion to boost your credibility and enhance your professional profile.

09 Pitching to VC's

Pitch your startup to top VCs, get real feedback, and refine your business idea.

01

02 Hands-On Learning

Experience a practical, real-world approach with workshops, case studies, and capstone projects focused on solving real business challenges.

03

04 Global Exposure

Gain insights from international business ecosystems and optional global immersion opportunities to enhance your entrepreneurial perspective.

05

06 Networking Opportunities

Connect with a dynamic cohort, mentors, and industry experts to build lasting relationships and unlock collaborative opportunities.

07

08 Vibrant Campus Ecosystem

Immerse yourself in an inspiring, innovation-driven environment with access to state-of-the-art facilities and resources.

09

10 Hackathon Participation

Join business hackathons to solve real challenges, pitch ideas, and innovate in a fast-paced, team-driven environment.

02

04

06

08

10

Product

Bicycles for Velodrome cyclists and road racing cyclists



Co-Working Zone Powered by WeWork

Through our partnership with WeWork, every LEAD participant gets 4 months of unlimited access (worth ₹50,000) to premium co-working spaces.

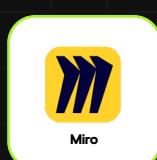
Weekdays: Work from WeWork like it's your own office access boardrooms, meeting rooms, and community spaces across locations.

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With WeWork, you don't just get a desk you get a professional environment where your startup feels real from day one.

Become Proficient In



Miro



Mural



Notion



Trello



wix



Webflow



Mailchimp



Meta Ads Manager



Hotjar



Wave



Zoho Books



Asana



hubspot



Canva



Carrd



QuickBooks

The Bower Difference

At Bower, we don't just teach you how to build a startup—we give you the ecosystem to make it happen. This is where **we stand apart from every other programme**.

Find Your

Team

Entrepreneurship is not a solo sport. Within the cohort, you'll have the chance to meet potential co-founders and build with peers who share your drive.

Perch

Build Your Dream Team

Through Perch, Bower's own hiring and networking platform, you can discover like-minded talent, employ your first team members, and bring your startup vision to life.

B Capital

Where Ideas Meet Resources

If we truly believe in your venture, Bower will back you through B Capital. From early funding and financial guidance to trusted vendor networks and growth resources, we help you scale beyond the classroom.

This is the Bower difference:

learn, team up, and raise capital all in one ecosystem.

Learning Experience at Bower LEAD

At Bower, we've built the programme like a startup journey—fast, practical, and results-driven.

Live Demo Days

Showcase your MVPs, validate assumptions, and get real-time feedback from mentors, investors, and peers.

1-on-1 Pitching with Mentors & Founders

Sit across the table with seasoned entrepreneurs and VCs. Practice your elevator pitch, refine your deck, and sharpen your fundraising narrative.

Business Modelling

Break down your idea into revenue streams, cost structures, customer segments, and distribution channels. Learn how to stress-test your model before you go to market.

Financial Modelling

Build detailed projections, calculate valuations, and understand unit economics. Learn how investors look at numbers—and how you can make them work in your favour.

Growth Strategies & GTM

Design go-to-market plans that actually work. Explore growth loops, funnel optimisation, and scalable acquisition channels tailored for early-stage startups.

At Bower, you'll move from idea → MVP → GTM → scale with constant feedback, real-world tools, and an ecosystem that pushes you to execute faster.



Unlock Your Potential with LEAD

An Executive Programme for Visionary Entrepreneurs

Learn. Innovate. Scale. Transform your ideas into impactful ventures with a comprehensive, hands-on learning experience.

⌚ DURATION

4 Months

📍 LOCATION

Hyderabad

Bower Campus

🎓 DELIVERY FORMAT

Weekend

On Campus (Hybrid)

📅 STARTING IN

October 2025

Meet Your Faculty

Learn from industry leaders, visionary entrepreneurs, and top investors who bring real-world experience to every session.

Mahankali Srinivas Rao
Ex CEO

Praveen Garimella
ISB Curriculum Designer

Dr. Raman Saxena, PhD
Professor, IIT Hyderabad

Raghavendra Hunasgi
Co-founder & CMO

Amit Kumar
Chief Finance Officer(CFO)

Kiran Babu
Founder & CEO

Dinesh Sarvodey
Founder & CEO

Siddhant Gupta
Founder

Munwar Khan
Head of Design & DGM

Ajay Jain
Founder

Ratnakar Samavedham
Hyderabad Angels

Sarvesh Singh
Governing Board Member

Praveen Dorna
CEO, Founders First Network

Office Hours & Exclusive Tie-ups



Investors & Ecosystem Partners



Phase 0

Pre-Foundation Bootcamp

Validate & Build:

Idea validation, MVP prototyping, market research, pricing, and GTM campaign prep.

Startup Basics:

Cost estimation, funding options, legal structure, compliance, and incorporation.

Orientation Days:

Setting expectations, tools overview, and community onboarding.

Phase 1

Foundation & GTM Mastery

Business Model & GTM Strategy:

BMC deep dive, positioning, customer segmentation, and UVP creation.

Campaign Creation Optimization:

Messaging, landing pages, analytics, A/B testing, and feedback loops.

Scaling GTM:

Market validation sprints, traction channels, and pitch refinement.

Live Simulation:

"Bower Bazaar" GTM simulation event.



Phase 2

Market, Ops & Financial Foundations

Market & Financial Thinking:

TAM-SAM-SOM sizing, financial planning games, and milestone mapping.

Lean Operations:

SOPs, automation, ops metrics, and scalability planning.

Startup Finance Foundations:

Modeling, budgeting, forecasting, burn planning, cash flow mastery, and funding pathways.

Phase 3

Investor Readiness & Fundraising

Pitch Perfection:

Founder presentation architecture, peer pitch reviews, jury prep, and "Stand & Deliver" day.

Investor Landscape Strategy:

Criteria, mock pitches, data room prep, funding narrative building.

Deck & Narrative Mastery:

Designing investor-ready decks, storytelling, metrics, and outreach.

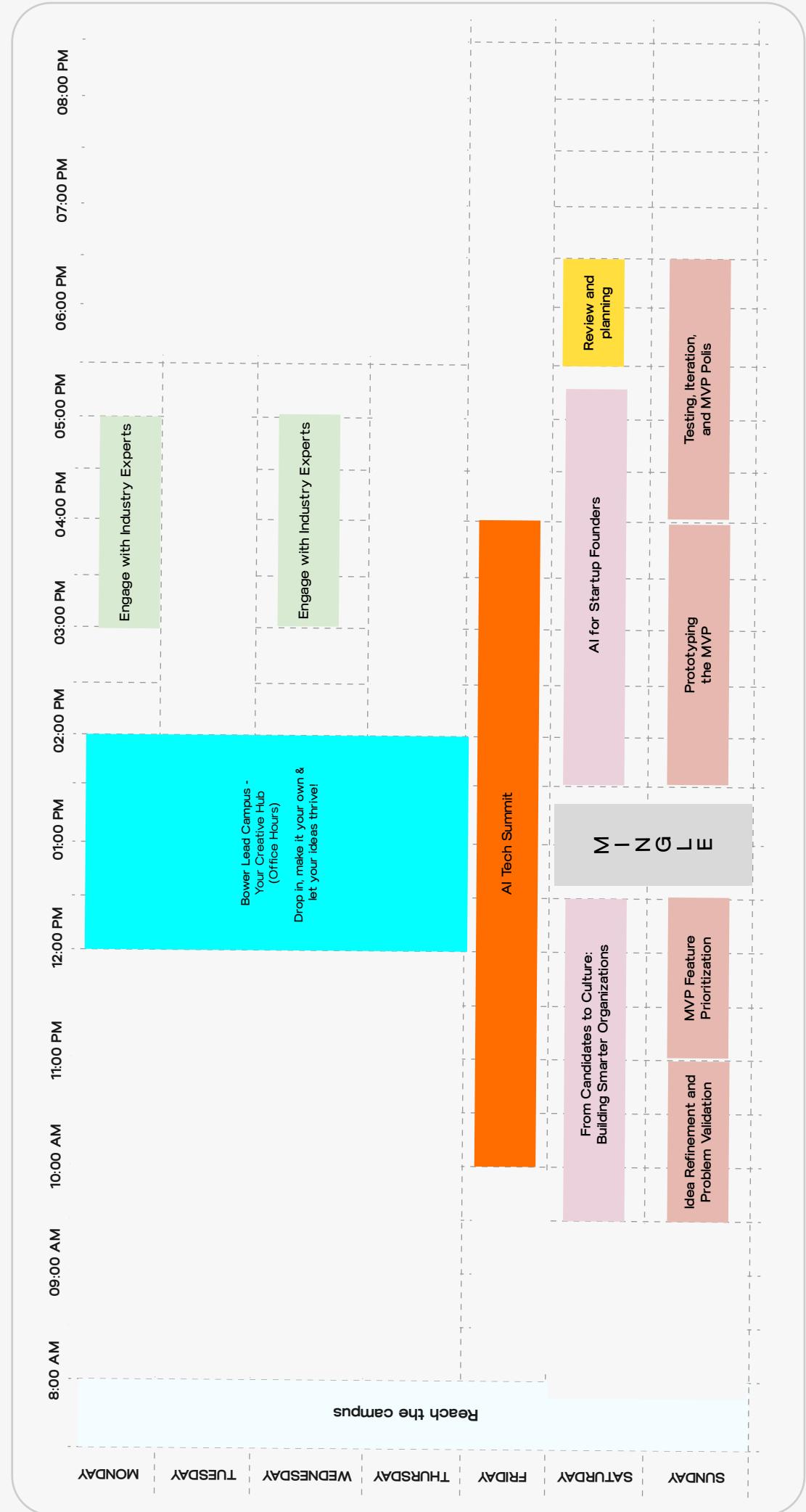
Final Showcase:

Shark Tank-style Seed Round pitch event with investors.



Your Week at Bower LEAD

Experience a structured, dynamic week filled with workshops, mentor sessions, and real-world challenges.



Experiential Outcome



Ideation & Validation



Market Research & Competitive Analysis



Prototyping & MVP Development



Marketing & Growth Strategy



Business Case Challenge



Final Demo Day

A Campus Built for Entrepreneurs



Featured In

Forbes^{INDIA}

Inc 42

Brut.

YOURSTORY

THE TIMES OF INDIA

LEAD Your Venture

Dedicated Mentor For Your Business

01

Dedicated Co-Working Space Across 500 Global Locations For 4 Months

02

Funding Readiness and Pitching Opportunities to Investors

03

Market Access and Product Piloting Opportunities

04

Community Experiences



Trekking Club



Kayaking Club



Brownbag Lunches



Cycling Club



Pickleball Tournament



Cocktail Nights

Campus Life



Ventures built at

BOWER



Abhiram Sadineni
Founder - Abe bikes

I chose LEAD Because it functions like a startup accelerator, offering curated sessions with industry experts that provide the support and validation needed to move in the right direction. Bower's strong connections with VCs and the insight from successful founders make the LEAD program truly invaluable.



Sri Chakri Pamidi
Founder - Build easy

I chose LEAD to sharpen my entrepreneurial skills and expand my startup network. An Economics graduate from Indiana University, I have worked with D.E. Shaw & Bath & Body Works, mastering consumer insights & global research.



Kaushik
Founder - fvagito

I'm an engineer passionate about solving real-world problems that improve daily life. I'm currently working on a project to enhance the dining experience by simplifying decision-making. I joined the Bower LEAD program to better navigate uncertainty, learn from top founders and innovators, and grow my professional network. It's a valuable opportunity for personal and professional growth.



Jasmita Sagi
Founder - QuirkHauz

I chose LEAD to gain industry-leading mentorship and a strong entrepreneurial network to transform my ideas into reality. I'm eager to expand in e-commerce. LEAD's experiential learning will equip me with the agility, creativity, and strategic mindset to innovate, build, and scale successfully. Excited to start LEADING!



Abhishek Maharaju
Founder - Vyb Active

VYB Active is a fitness and lifestyle brand that blends high-energy workouts with immersive experiences. It builds a vibrant community where members connect, grow, and thrive. With top-notch facilities and expert-led programs, VYB Active transforms fitness into a holistic lifestyle—more than a workout, it's a movement towards a healthier, more connected life.



Akshita Gupta
Founder - Urban.binge

Akshita is the founder of @urban.binge, a cloud kitchen brand that emphasizes quality and customer experience. Leveraging her operational expertise, she aims to redefine the culinary landscape by offering innovative and convenient dining solutions. Through @urban.binge, Akshita seeks to create a brand that resonates with modern consumers, focusing on excellence in the food industry.



Prashanth Thakur
Founder - Poditivity

Poditivity is an enterprise-grade Agentic AI SaaS platform that boosts student employability, streamlines campus operations, and fosters skill-driven communities. By deploying tailored AI agents for faculty, TPOs, and students, it bridges the gap between education and industry. Currently in final testing, Poditivity has MoUs with 4 Telangana institutions and is set to launch its MVP soon.



Nymisha Devidi
Co-Founder - Poditivity

Devidi Nymisha, Co-Founder and CTO of Poditivity, leverages her tech expertise to bridge institutional gaps and enhance student experiences. She develops innovative solutions that help students, institutions, and recruiters navigate modern education, aiming to create seamless learning journeys that prepare students for real-world success.



Soujanya Manda
Founder - House of Gaea

House of Gaea, founded by Soujanya Manda, is a soulful wellness brand rooted in handcrafted, aromatherapy-driven home fragrances. From scented candles to wardrobe fresheners, each small-batch creation is made with plant-based soy and coconut wax, non-toxic fragrances, and eco-friendly packaging. Designed to turn everyday rituals into mindful moments, House of Gaea blends sustainability with emotional healing—inviting you to slow down, feel grounded, and live consciously through scent.

Product Showcase



Application Process & Eligibility



ELIGIBILITY	OVERVIEW		
<ul style="list-style-type: none">▲ Professionals looking to transition to entrepreneurship▲ Individuals looking to kickstart their entrepreneurial journey▲ Aspiring Entrepreneurs, Early-Stage & Mid-stage Founders	4 Months	200+ Learning Hours	10+ Case Studies
	20+ Tools Training	150+ In-Class Hours	50+ Out-Class Hours
			12+ Guest Sessions
			6+ Startups Leaders

Timeline, Fees and Financing

Bower LEAD equips you with the skills, mentorship, and global insights to turn ideas into impactful ventures

Admission Fee

INR - 40,120/-

Tuition Fee

INR - 3,49,280/-

Total Program Fee

INR - 3,89,400/-

*Fee amounts mentioned above includes GST

Final application deadline - **Oct 15, 2025**

Early bird scholarships available **upto 30%**

EMI OPTIONS AVAILABLE

The Course Fee is payable through Net Banking and Credit/Debit Cards. With our Corporate Financial Partnership.



Have questions?
Our admissions team is here to help!

Contact Us

- 📍 Bower Campus, 8th Floor,RMZ Spire,
Hi-Tech City, Hyderabad
- ✉️ lead@bowerschool.com
- 📞 +91 8019161555

