Facilitator and mentor network American Express TeamViewer Suzuki Japan BCG Big 4 Capgemini

For colleges, universities and E-Cells | In-campus or online | NEP 2020 aligned

Give your students the business confidence college rarely teaches.

Partner with Mind Your Life to bring **The Founder Blueprint** to your campus: a one-day workshop led by **IIM and IIT alumni**, followed by a **90-day pathway** in which your students' best ideas can reach a real investor.

Let's collaborate

2,000+ students reached

IIM + IIT alumni facilitators

90 days of follow-up after the workshop

Startup India recognised

Scan to book a collaboration call

The confidence gap

Students can write about entrepreneurship, but rarely defend an idea in front of a sceptical room.

The psychology gap

A mental loop kills ideas before they start, and follows students into every career decision.

The execution gap

Few have spoken to a real customer, run real numbers or committed publicly to a first step.

The workshop day: one structured day of doing, not a seminar.

Three phases that build on each other. Every student pitches.

Phase 1
See the game
Spot business opportunities in everyday frustrations, and see how much of the confidence around you is performance.

Phase 2
The money machine
Real unit economics through a chai-stall P&L, customer interviews done right, and a 3-minute pitch drafted and rehearsed.

Phase 3
The real game
A Shark Tank-style round with live questioning, an equity dilution simulation, a first-customer sprint and a public commitment.

What students can do by the end of the day

- Name a first step, with a date, in front of the room
- Build a P&L and understand margin and break-even
- Understand what outside funding costs in ownership
- Tell genuine customer interest from polite encouragement
- Pitch live and handle hard questions
- Commit publicly to what they'll do next

Why colleges partner with us

Dean or principal
A documented programme with a 90-day follow-up that supports NEP 2020's focus on experiential learning. Compliance document on request.

Placement cell
Students who have pitched to a tough panel walk into placement season more composed, structured and self-aware.

Faculty, E-Cell and IIC
A flagship event that runs cleanly. We bring every material and handle logistics. Faculty can join as the investor panel.

Students
They build a P&L, test an idea with real customers and get a path to a real investor.

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Two ways to collaborate.

Choose the model that fits your budget and calendar. We'll shape the details together.

Option A

College-sponsored programme

Your college funds the programme for a batch of students, who take part at no cost as an official campus initiative.

- A dedicated batch for your students only
- Scheduled around your academic calendar

Best for: E-Cells, IIC activity calendars, orientation weeks and departments with a skill-development budget.

Option B

Student-enrolled programme

Your college hosts and promotes the programme, and interested students enrol individually, with no budget needed.

- No programme cost to the college
- College recognised as the host partner

Best for: colleges that want to offer the opportunity widely and let motivated students opt in.

Both options include

- Live workshop led by IIM and IIT alumni
- 1:1 mentor session to polish ideas
- Day 90 founders' check-in and completion certificates
- 90-day pathway with the 6-course portal
- Submission of polished ideas to our investor network
- A post-programme summary report for the college

Formats

In-campus

25 to 80 students

Printed worksheets, card decks and live activities on the floor.

Online

20 to 100 students

Zoom or Meet with breakout rooms and a co-host. Bigger groups run in parallel batches.

The facilitators

AK — Aditya Kumar
IIM Nagpur
Ex-TeamViewer Germany. Co-founder of profitable startups.

SJ — Shubham Jaju
IIT Kanpur
Product Manager, American Express. Built EdTech startups.

A — Anuj
IIM Kozhikode
Ex-Suzuki Motors Japan. Founder, Mind Your Life.

How the collaboration works

1 **Discovery call**
We learn about your students, goals and calendar.

2 **Choose model and format**
Sponsored or student-enrolled; in-campus or online.

3 **Workshop day**
We run it end to end and bring every material. You provide a room, projector and students.

4 **90 days of follow-up**
Day 7 and Day 90 check-ins, then a summary for you.

Let's bring The Founder Blueprint to your campus.

Book a 30-minute collaboration call. Email **business@mindyourlife.in** or visit **mindyourlife.in/colleges**.

Book a call

Programme components and facilitator availability may be updated. Investor submission does not guarantee a pitch or investment; selection rests with the investors. Mentor sessions are subject to availability. Certificates are issued on meeting completion criteria.