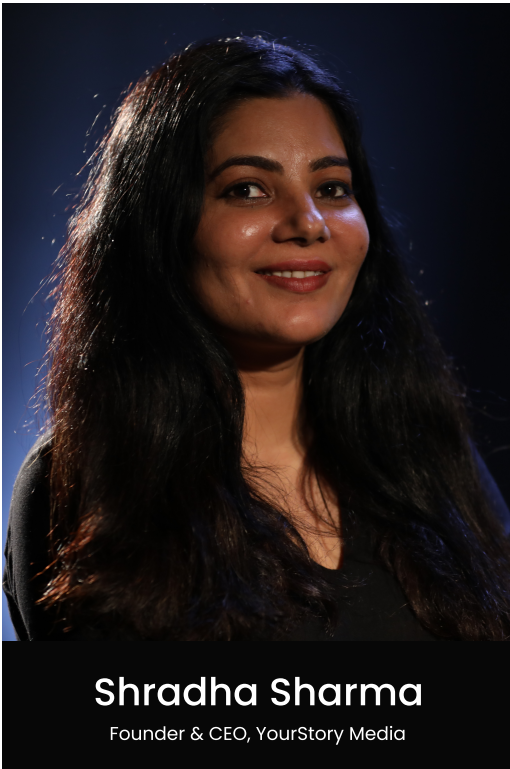


**YOURSTORY  
UNIVERSITY**

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**PANCHATANTRA OF  
ENTREPRENEURSHIP  
SUCCESS**



**Shradha Sharma**

Founder &amp; CEO, YourStory Media

# Foreword

**Dear Founders,**

You have heard about billion dollar businesses emerging from bootstrapped dorm room ideas, college dropouts building the next industry disrupting tech unicorn, or Silicon Valley ideas getting acquired by top Fortune 500's.

But as founders, you know that building a business brings lots of unexpected twists. And the one thing that is needed forever is learning.

Let me put a pin on one in a million, Brad Keywell, the current CEO of Uptake Technologies, a predictive analytics software company and previously Groupon, the global e-commerce marketplace. You might think such an accomplished businessman has little left to learn. There is a page on his personal website that reads, in full: "Brad loves to learn. If you'd like to teach him something, get in touch."

Over the last 14 years, at YourStory, we have been champions, the chronicler and the catalyst for each person in the country dreaming and daring to tread the road to entrepreneurship. From seeding the first thought of inspiration in a would-be entrepreneur's mind, to enabling their first belief capital to spotlighting future Unicorns, we have touched over 10 million lives. And we have learnt.

That journey has taught us a lot about the real learnings in entrepreneurship. We are launching YourStory University to bring these learnings to every entrepreneur in the country. You no longer need to find it out the hard way. Our vision is to shorten the unknown roads that entrepreneurship takes us on. And to give very simple, practical, outcome based solutions for the everyday challenges you face.

It was an audacious dream to design and execute a digital university for founders, especially when the space is already saturated with so much content. We, however, understand this better than anyone as we have seen startups succeed and fail in the last 14 years.

Our first program is the Panchatantra of Entrepreneurship. This would be the first-of-its-kind, practical, outcome focused, story-based learning program for future-ready entrepreneurs and would-be entrepreneurs focusing on the 5 underlying principles of entrepreneurship success based on our 14 years of learning.

The 3-month program would include video sessions by startup founders and experts, curated checklists and frameworks that can save entrepreneurs' time and inspirational stories to keep closing the loop. It will be offered in English and in Hindi now, and later, in other languages as well. This comes at an hour when the government's push for 5G, semiconductors and transformation through digital services is going to boost India's transition to the next 'Techade' and 5 trillion economy. At the helm of it all, there's an urgent need to create jobs- and most importantly, job creators. And our vision is to help create 5 million such job-creators, with you.

Apart from founders, our program can also be used by companies and organizations as a part of leadership training on storytelling, product, audience, networking and adaptability. We will keep updating it to stay current on best practices and industry needs. Come build your story, with YourStory.



# YourStory University in 2023: To create 5 million job-creators by 2025

Women entrepreneurs face a unique set of challenges in their entrepreneurial journeys even when their business ideas are equally viable and promising. Based on a recent study, a significant number of women face a number of practical hurdles. Access to networking opportunities, Understanding of finances, Familiarisation and education around legal terms and compliance, right mentorship, Access to funding networks, understanding some of the prominent applicable government schemes and team building are some of the common and most prominent challenges faced by women entrepreneurs.

However, many women entrepreneurs in startups in India are finding ways to succeed. They are leveraging their creativity, determination, and resilience to build successful businesses that contribute to the growth and development of the country's startup ecosystem.

And with this initiative, we want to empower all trailblazing women entrepreneurs, leaders, and changemakers in creating and scaling your entrepreneurial journey. The journeys could be in any sector and across different business goals.

We pledge to address some of the most common challenges faced by you all and help by providing practical, outcome based learning through YourStory University for each level of women entrepreneurs' growth right from initiating a business idea to scaling it.



**Invest in Yourself: Learn the art of entrepreneurship with our Panchantatra of Entrepreneurship Success - Women's edition**

# Key Highlights

- Practical courses to solve real problems of entrepreneurs
- Taught by experts and founders
- Story-based approach
- Outcome oriented

## The YourStory University Approach: A multi-threaded approach



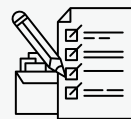
### **Inspiration**

Inspire women to become job creators



### **Celebration**

Celebrate the success stories of glorious women



### **Preparation**

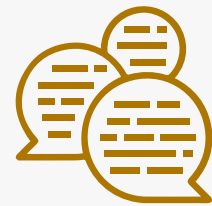
Prepare /arm the next generation of women job creators

# Programme Curriculum

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## Module 1: Storytelling

- Framework for assessing stakeholder needs
- A structure to build your narrative
- Ways to add style to your story
- Develop a content strategy that works, for your brand



## Module 2: Product Led Growth

- Design thinking approach for customer-first design
- Behavioural science nudges to build engaging products
- Data-driven approach for product design and testing



## Module 3: Building Audience

- Why building your audience is a key need
- Providing value to your audience
- Nurturing and growing your audience



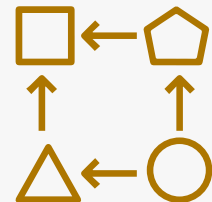
## Module 4: Networking

- The power of a trusted network
- Networking through giving
- Ways to reach out to unknown networks
- Moving beyond transactional networking
- Success stories and what to avoid



## Module 5: Adaptability

- Founders' growth journey during the growth of the company
- Adaptability quotient for self and for team-building
- Building adaptability as a habit
- Adaptability and future readiness



## Module 6: Understanding applicable government schemes

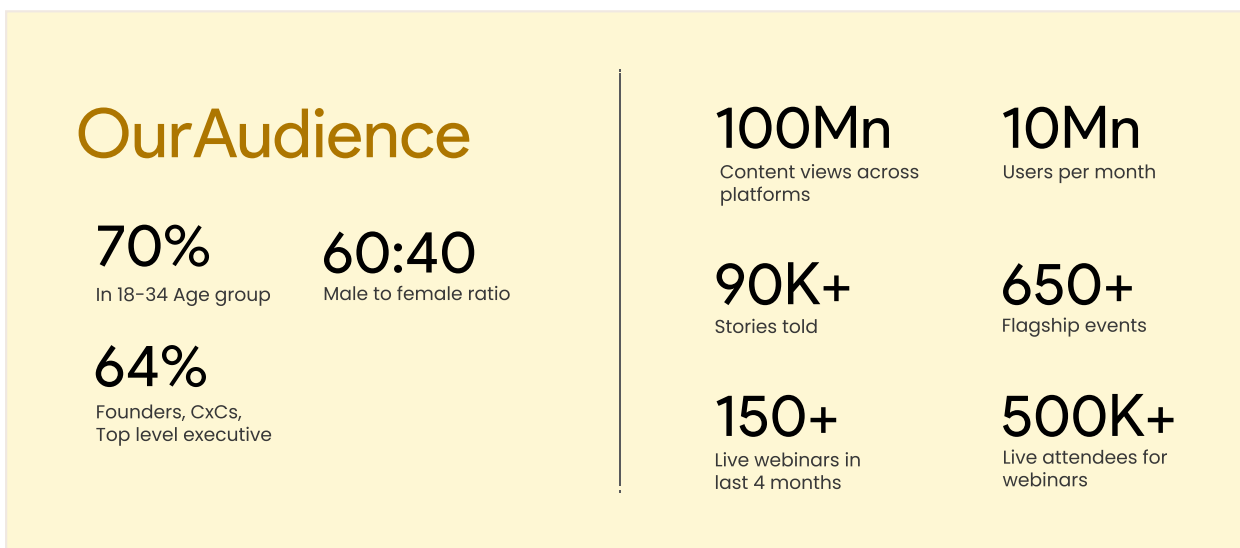
- An overview of some of the prominent Central & State Government schemes applicable to women entrepreneurs in India. These schemes cover a wide range of sectors and provide assistance in various forms, including loans, grants, & subsidies.



**Exclusive masterclass sessions, Fireside chats and AMA on Funding / Understanding finances**

# Our Impact

With 14 years of telling stories of the Aspiring, Entrepreneurial India, YourStory has built a deep understanding of the entrepreneurial ecosystem



# Our Learnings

- Entrepreneurship is the biggest pathway for wealth and job creation in India, across villages, towns, cities
- But there are different routes to entrepreneurship, beyond the much-celebrated Unicorn stories. Our understanding of the ecosystem has shown us the real help entrepreneurs need to build scalable and lasting businesses. YourStory University is designed to solve that gap

YourStory University is your home for practical, story-based and outcome-led courses on Entrepreneurship to help each founder to navigate the growth journey.

**Join The Program**

**YOURSTORY  
UNIVERSITY** 

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