



विद्याविनियोगाद्विकासः



MANAGING STARTUPS

July 7 – 11, 2025



This programme is for entrepreneurs in early-stage startups who are looking for frameworks to manage and scale their ventures. The discussions will center around 6 pillars of startup success – product and customer experience, entrepreneurial finance, branding and marketing, control systems, business design, and people and culture. The case-method pedagogy at IIMA will place you in the shoes of startup founders who navigate the complexities of the market, business models and people management to find opportunities to grow their ventures.



The programme focuses on addressing finance and marketing-related challenges in early-stage startups. New ventures typically start with limitations in resources, networks, and prior knowledge on market opportunities. These limitations introduce significant 'unknowns' to their growth strategy. Thus, conventional tools of financial and marketing analyses are rendered ineffective. The programme will introduce participants to emergent business models, critical analysis of these models and innovative marketing approaches for new ventures in digital and non-digital domains. In the process, they will also develop an ability to analyze firms in various industries.

KEY QUESTIONS

How should you identify and evaluate opportunities for growth in the market?

How can you translate customer insight into a brand that stands out and scales?

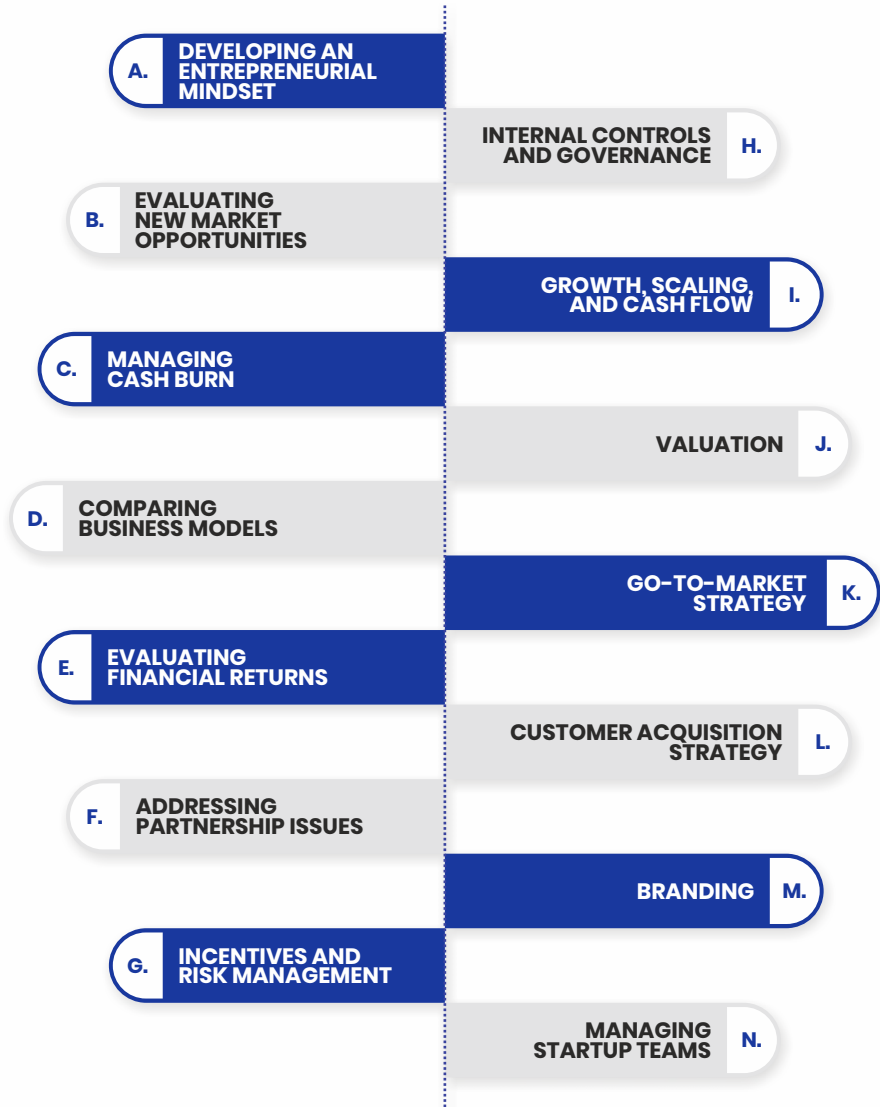
**What is product-market alignment?
How can you achieve it?**

What are the tools and metrics to assess the marketing and financial performance of new ventures?

How can you design organizational processes and culture that set you up for growth?

What objectives should you set and key results should you track to achieve sustainable growth?

PROGRAMME CONTENT



FACULTY



Prof. Arun Sreekumar

Faculty Co-Chair



Ph.D., University of Illinois at
Urbana-Champaign, USA



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Prof. Arun Sreekumar earned his Ph.D. from the University of Illinois at Urbana-Champaign, USA. His research focuses on marketing interventions and innovations aimed at enhancing consumer welfare in resource-constrained settings. Prof. Sreekumar has conducted extensive field experiments across India, Tanzania, Uganda, and the United States, covering areas such as health, entrepreneurship, savings behavior, and food choices. His research work has been published in leading journals including the Journal of Marketing, European Journal of Marketing, Journal of Consumer Affairs, and Journal of the Association for Consumer Research. Additionally, he contributes to the academic community by serving on the editorial boards of the Journal of Consumer Affairs and Subsistence Marketplaces Journal.

Prof. Sreekumar's teaching interests lie in marketing innovations and marketing for social impact. Before pursuing his doctoral studies, he worked as a practitioner with non-profits for several years, where he supported the product development and marketing efforts of hundreds of micro-entrepreneurs in India and East Africa.

FACULTY



Prof. Neerav Nagar
Faculty Co-Chair



Ph.D. IIM Calcutta



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Prof. Neerav Nagar is a Fellow of the Indian Institute of Management Calcutta. His expertise encompasses financial accounting, financial statement analysis, corporate governance, and earnings manipulation. Prof. Nagar's research has been featured in leading journals such as the Journal of Business Finance and Accounting, Corporate Governance: An International Review, Journal of Accounting, Auditing and Finance, Journal of Business Research, and the Journal of Contemporary Accounting and Economics.

HOW TO APPLY

To register for the programme, fill in the application form through the link below:

<https://www.iima.ac.in/executiveeducation/managing-startups>

For more information, please email us at **mdp-info@iima.ac.in**, connect with us on WhatsApp at **6357435951**, or call us at **07971524624**.

Additionally, applicants are required to submit a one-page *Statement of Intent* to the Academic Counsellor, **Ms. Anuja Jain**, at **anujaj@iima.ac.in**. This document should outline your background, motivation for attending the programme, and the benefits you aim to gain from this learning experience.

The closing date for receiving applications is June 23, 2025. The last date for early bird discount is June 16, 2025. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

PROGRAMME FEE & PAYMENT

INR 2,00,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging. The programme fee along with the application form should be received by the Executive Education Office latest by June 23, 2025. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
 2. Savings Bank A/c IIMAHMOEP
HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
 3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
 4. Purpose of Remittance: Managing Startups
 5. IIMA Permanent Account Number (PAN): AAATII247F
 6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
 7. IIMA GST Registration Number: 24AAATII247FIZ4 (SAC: 999293)
- After making the payment, please email us the complete transaction details so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the following link for Payment Gateway:

<https://bit.ly/4bD8iaq>

CERTIFICATION

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Chair.

VENUE & ACCOMMODATION

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner, included in the programme fees.

IIMA norms do not allow participants to have guests staying with them during the programme.

DISCOUNT

Early Bird Discount: Applications received with payments on or before June 16, 2025, will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes of IIMA in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.

IIMA ALUMNI ASSOCIATION

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

MAJOR PROGRAMMES OFFERED BY IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Short duration Executive Education programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Force Programme (AFP)
- Blended Post Graduate Programme in Management (BPGP)

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas & Groups

- Centre for Management in Agriculture
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences (O&DS)
- Public Systems Group
- Ravi J. Matthai Centre for Educational Innovation
- Strategy

Interdisciplinary Centres

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship
- Centre for Management of Health Services
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre
- JSW School of Public Policy
- Madan Mohanka Centre of Excellence in Case Method of Learning
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioural Science in Finance, Economics and Marketing