



Bower
School of Entrepreneurship



Building
Entrepreneurs
of Tomorrow,
Today!

*Do You See
Yourself as an
Entrepreneur?*

This is the *only* question
we want you to answer.

What is the Future of Business Education?

76%

of adults in innovation-driven economies view entrepreneurship as a desirable career choice.

According to a report by The Global Entrepreneurship Monitor (GEM) 2023

40%

of employers struggle to find graduates with practical skills. This is driving the shift towards practical-led business education that emphasizes problem-solving, critical thinking, and entrepreneurship.

By a McKinsey study

87%

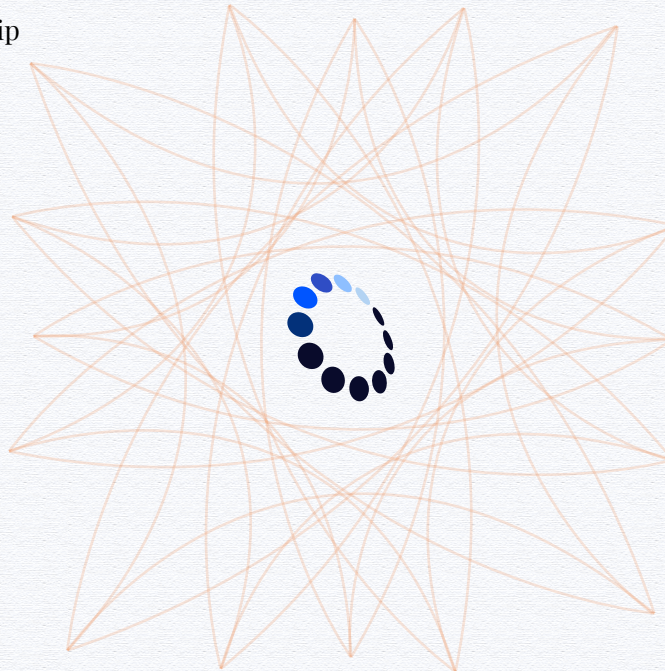
of executives believe there is a significant gap between the skills new graduates possess and those needed in the workforce.

According to a PwC survey

50%

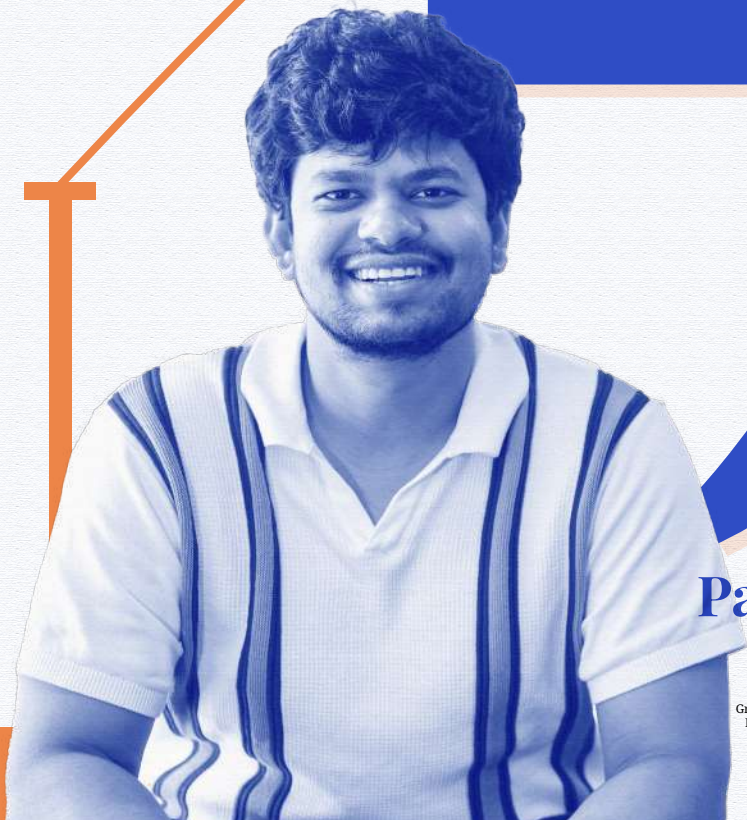
of Indian startup founders are under the age of 35, highlighting the need to develop entrepreneurial skills from a younger age, including at the undergraduate level.

According to NASSCOM and TiE Delhi-NCR



Founder's Note

I'm Pavan Allena. I built my first venture at the age of 19, but failed in every aspect of it due to lack of business quotient. Later I realised the potential of having Entrepreneurial basics right from an early stage and built Metamorphosis - that teaches Entrepreneurship to school children and successfully exited after mentoring 150,000+ students entrepreneurs across the globe.



Pavan Allena
Chief Problem Solver

Forbes
Great People
Manager

Entrepreneur
Promising
Entrepreneur
of India

Founder
Metamorphosis
Acquired by
BrightCHAMPS

Why Bower?

At Bower, we believe entrepreneurship is more than just starting a business; it's about creating a vision, taking calculated risks, and driving sustainable impact.

Our institution is built with a vision of equipping the next generation of entrepreneurs with practical, industry-relevant skills, supported by real-world experiences.

We foster innovation, collaboration and entrepreneurial spirit in every student. Here, students don't just dream of becoming entrepreneurs, they become entrepreneurs.

How Are We Bridging The Gap?

Education to Entrepreneurship



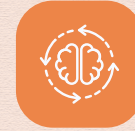
**Building Real-World
Network**



**Fostering Leadership
and Risk-Taking
Skills**



**Shifting from Theory-First
Approach to Real-World
Application**



**Program Rooted
in Holistic
Development**



**Promoting Sustainable
and Responsible Business
Practices (ESG)**



**Adapting to
Ever-Changing
Market Needs**



**Case Study and
Process-Oriented
Curriculum**

Two Tracks, One Goal: Shaping Tomorrow's Entrepreneurs

Our innovative dual-track learning approach ensures students get the best of both worlds:

1. Startup Track: From Idea to Reality

Students embark on their entrepreneurial journey by building real ventures while they study, ensuring real time application of theory.

2. Business & Technology Curriculum Track: The Foundations for Success

Alongside their venture-building, students follow a comprehensive curriculum in business and technology, acquiring the essential skills and knowledge needed to fuel their entrepreneurial vision.

Bower Pedagogy

Learning by Doing: A Student-Centric Approach to Education

"Entrepreneurship in Action"

At Bower, learning is an active process. Our student-centric, case-based learning model shifts the focus from traditional teaching to dynamic, problem-solving experiences. Students engage in real-world business challenges, fostering critical thinking, adaptability, and creativity.

Mentors Who Matter: Three-Tier Support for Success

"Guided by Visionaries"

We believe mentorship is key to entrepreneurial success. That's why we've designed a **three-tier mentorship program** that gives students unparalleled access to industry experts:

- **Super Mentors:** Founders and CEOs who offer high-level guidance on strategy and vision.
- **Chief Mentors:** Executives with hands-on experience in turning ideas into action.
- **Mentors:** Practitioners who provide direct guidance to students, helping them with projects, evaluations, and personalized learning.

Innovative Faculty: Bridging Theory and Practice

"A Faculty of Entrepreneurs"

Our in-house faculty brings the perfect balance of academic excellence and practical experience. They are not just teachers but mentors who guide students as they develop their startups, ensuring they have the knowledge and insights to succeed.

Meet Our Advisors



Mr. Srinivas Rao Mahankali (MSR)

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



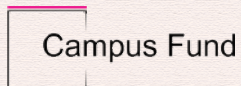
Dr. Philip Zerillo

Dean Post Graduate Programmes (former) - Singapore
Management University, Professor (former) - Kellogg
Graduate School of Management
Northwestern University - Kellogg School of Management
- Ph.D. in Marketing



Venture Partners

With the backing of our investment and funding partners, like
Hyderabad Angels, Campus Fund and Astir Venture students can
get access to the required resources and funds to launch and grow
their ventures.



Practitioner-Led Faculty Mix With Diverse Profiles



Academia



Industry SMEs



Startup Founders
and CXOs



Investors and
Advisors



Coaches and
Mentors



Innovators and
Disruptors



**Neelakantha
Bhanu Prakash**
CEO & Founder,
Bhanzu



Robert Schultz
Adjunct Professor,
Entrepreneurship



Amit Kumar
CFO, A23 Gaming



Harsh Pamnani
Marketing Head,
T-Hub



**Sundari R
Pisupati**
Co Managing Partner,
Tempus Law Associates



**Rathnakar
Samavedam**
Investment Director
& CEO, Hyderabad
Angels



Rohit Allena
Assistant Professor
of Finance at the
University of Houston



and many more...

Program Structure

From Idea to Impact

At the heart of our 3-year undergraduate program lies an immersive journey that blends business acumen, cutting-edge technology, and entrepreneurial spirit. We believe in crafting entrepreneurs who not only think outside the box but redefine the box altogether. Our curriculum, across the three years, is meticulously designed to guide students from ideation to mastering the art of scaling a business.

Year 01 *Ideation and Prototyping*

- Problem Discovery
- Ideation
- Concept Validation
- Prototype Development
- Industry Research and Networking
- Idea Refinement
- Business Model Formulation
- Financial Planning

Year 02 *MVP Development and Validation*

- MVP Development
- MVP Validation and Testing
- Early Traction and Customer Feedback
- Financial Forecasting for Sustainability
- Go-to-Market Strategy
- Market Entry
- Sales and Marketing Strategy
- Customer Acquisition and Retention Strategies

Year 03 *Scaling and Funding*

- Launch Planning and Final Preparations
- Presentation Skills for Pitching
- Scaling Strategy
- Fundraising and Investment
- Event Marketing and Expo Preparation
- Pitching to Investors
- Team Building and Management
- Inventory and Operational Management

EXTENSION

Year 04 *Performance and Growth*

- Performance Optimization
- Global Expansion Strategy
- Sustainable Growth and Long-Term Planning
- Business Reporting & ESG Standards
- Merchant Banking & Capital Strategy
- Risk Management

Future Ready Curriculum



Foundations in Business and Innovation



Design Thinking



Business Technology and Foundations



Accounting Information and Decision Making



AI/ML for Business Management



Financial Management and planning

SEMESTER 1

SEMESTER 2

YEAR 1 Ideation & Prototyping



Strategic Business Foundations



Product Development and Technology Essentials



Growth Mindset Development



Business, Government and Global Political Economy



Marketing Essentials and Digital Innovation



Data Analytics for Entrepreneurs



Legalities in Business

SEMESTER 3

SEMESTER 4

YEAR 2 MVP Development & Validation



Students will engage in year-long internships or work on growing their own businesses

**Students pursuing a four-year degree will receive extended customized support (on a case-to-case basis) even after finishing their program with Bower.*

EXTENSION

YEAR 4 Performance & Growth



Strategic Management and Brand Development



Financial Markets, Investment, and Fundraising



Strategic Operations



Financial Instruments and Market Analysis



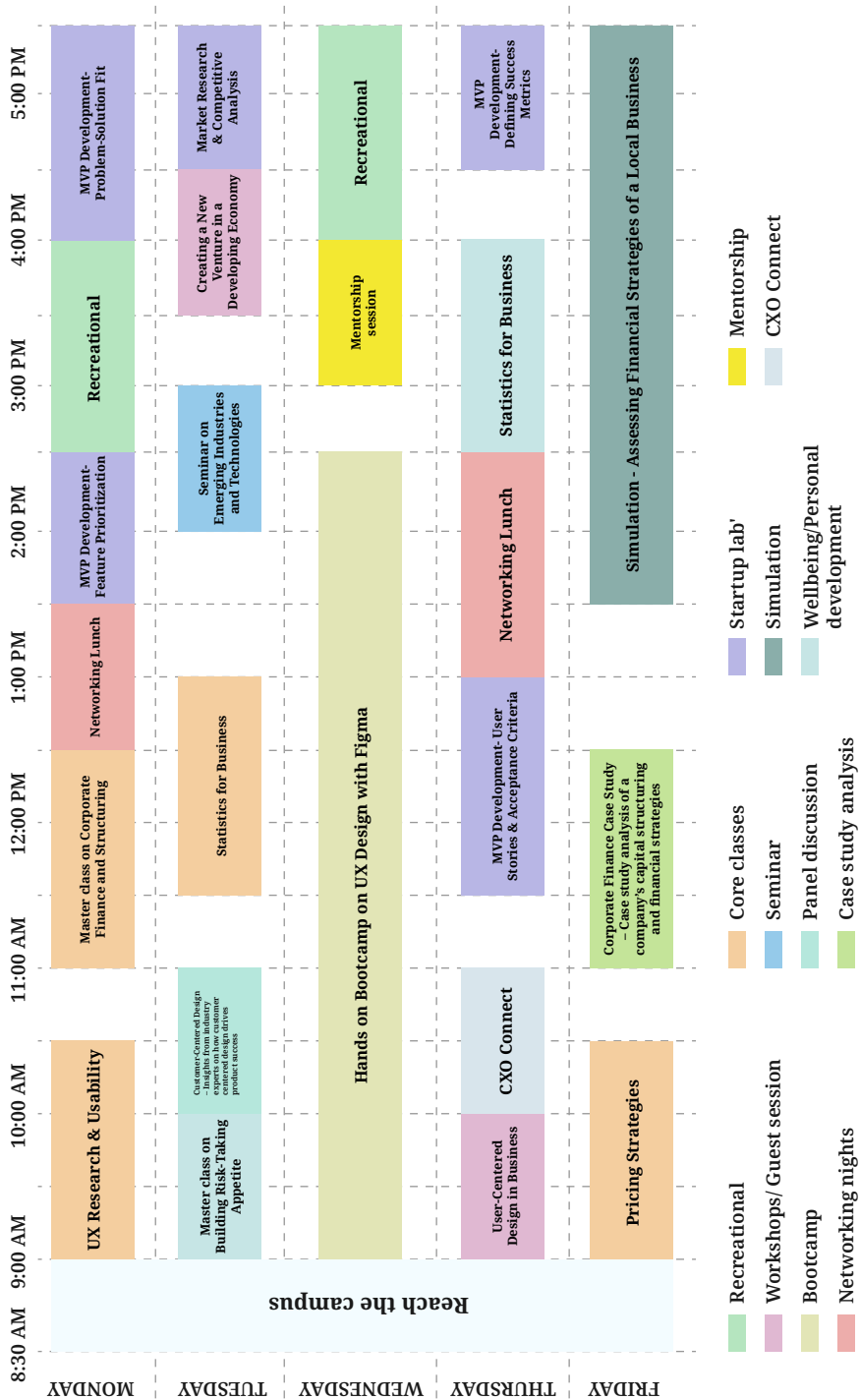
Ethics and Social Responsibility in Entrepreneurship

SEMESTER 5

SEMESTER 6

YEAR 3 Scaling & Funding

A week at Bower



Curriculum in Action

The diverse focus areas of our curriculum to empowering the next generation of change makers.

30%

Business & Management

15%

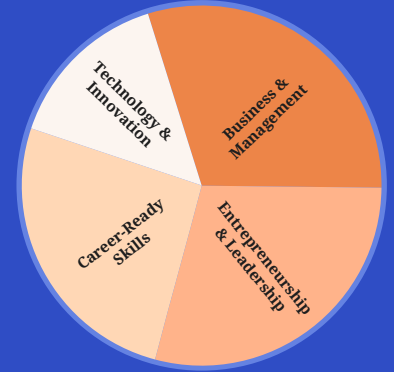
Technology & Innovation

29%

Entrepreneurship & Leadership

26%

Career-Ready Skills



Become proficient in



These are the tools you'll master, and we continually adapt to evolving technologies, keeping you ahead in a rapidly changing world.

Program Outcomes

Build Your Venture

- 1 Launch your idea
- 2 Find your Co-Founder
- 3 Build your team
- 4 Get your first customer



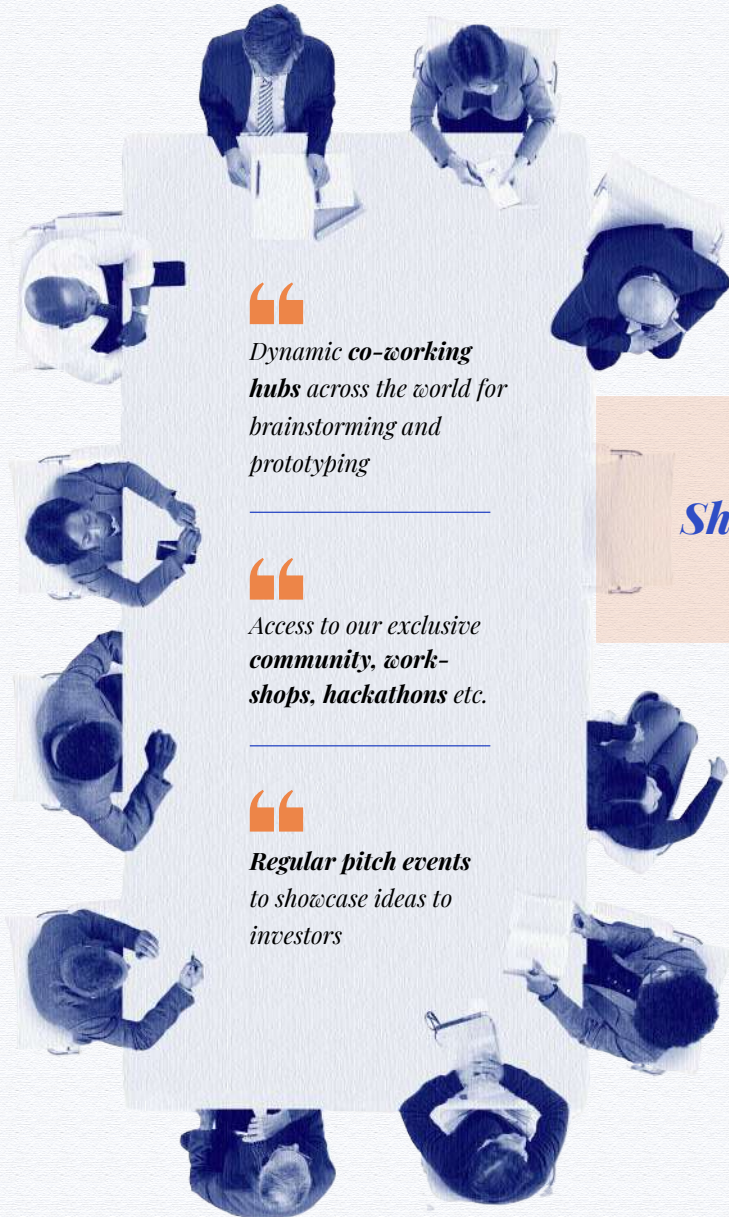
Scale Your Family Business

- 1 Develop new business initiatives within the family business
- 2 Create a comprehensive executable business operation plan for your family business
- 3 Build a network of CXOs and family business owners

Become An Intrapreneur

- 1 Develop competitive advantage
- 2 Growth through innovative approach
- 3 Develop ideas through out-of-the-box thinking
- 4 Mastering relationship building

Student Experience



*Dynamic **co-working hubs** across the world for brainstorming and prototyping*



*Access to our exclusive **community, work-shops, hackathons etc.***



*Regular **pitch events** to showcase ideas to investors*

Idea to Execution Support

Launch your ideas and get your initial customers on board with the support of our execution team



Shadow a CXO

B-Café

Experience the world of live stock markets with in-depth discussions on latest trends, challenges and opportunities. Get the opportunity to meet professionals from various sectors, expanding your network.

Consulting Club

Get the seat at the table as consultants, offering solutions to companies facing real-time challenges – be it in finance, marketing or tech. From understanding a problem to offering a solution – gain valuable insight and exposure into the real world.



Student Experience

Startup In Residence

Immerse in the daily operations of startup companies invited on campus and actively contribute to real-world projects.



The Global Affairs Guild

Foster political awareness and civic engagement by exploring national and international news and delve into global issues by engaging in spirited debates and thought-provoking discussions.



Unheard Stories

Listen to the unsung stories of failures, setbacks and roadblocks firsthand from entrepreneurs. These inspiring stories of resilience will help gain a clear perspective on what to be aware of in the journey forward.



The Student Spectrum

Shine the spotlight on your journey at Bower by creating the monthly newsletter, enhancing your communication skills, while cultivating a vibrant sense of belonging.



ScaleSphere

Be a part of someone's success story by transforming local businesses in second and third-tier rural markets to thriving enterprises. Find a project that ignite your passion and amplify its potential for expansion.



The Culinary Club

For the gastronomes in the group, whip up delectable culinary masterpieces and share your passion with your fellow epicureans.



Global Accelerator Immersions

At Bower School of Entrepreneurship, we are committed to offering an exceptional student experience that goes beyond traditional classroom learning. Our holistic, practitioner-led teaching approach includes global immersions, where students explore international markets and startup ecosystems. They can opt for internships with top-level executives (CXOs), giving them unparalleled exposure to real-world business challenges. With hands-on mentoring, entrepreneurial

guidance, and industry connections, we equip students with the skills and insights they need to succeed in today's fast-evolving business landscape. At Bower, we ensure students are not just educated but truly prepared for the entrepreneurial world.

Note: Global Acceleration Immersions are on an optional basis only, available only to those students who have opted for it to gain cultural and business insight.

Bower Campus

Located at Knowledge City, Hyderabad - many transformative experiences are just a walk away. Plug into the energy of the Technology, Business and Finance Ecosystem and get ready to power your career forward.



Bower Community

*The playground of
future entrepreneurs*

The Bower Community offers the students a host of engagements nurturing their mind, body and soul through dynamic activities catering towards their comprehensive growth.

Broaden your mind, nourish your soul and energize your body through our riveting programs.

Immerse yourself in pursuits that aid to your overall growth and multifaceted development



Brown Bag Lunches

An inviting and relaxed atmosphere for learning and networking. These informal gatherings invite students to share lunches while engaging in enriching discussions and interactive workshops.



The Podcast Club

A vibrant platform where students explore the art of storytelling and audio production.



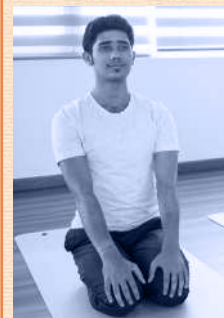
The Fit Collective

Experience the thrill of diverse sports like gym workouts, tennis, badminton, pickleball each offering unique challenges.



The Changemakers

Champion a social cause and broaden your horizon. From raising awareness to raising funds - become active agents of social change.



Mindfulness Sprint

Practice techniques such as breathing exercises or meditation, to ground yourself and enhance clarity.



Energize & Align

Engage in dynamic activities like Krav Maga, Tai Chi, Kickboxing, and Animal Flow to boost your physical fitness.

Admissions

Bower Entrepreneurship Aptitude Test (BEAT)

A comprehensive assessment that challenges your entrepreneurial knowledge, decision-making skills, leadership, and business communication. Designed to simulate real-world business scenarios, BEAT evaluates your ability to think critically and solve problems in real time.

In-person Interview

The interview will be conducted in person with our committee members.



Application Timeline & Process

Rounds	Applications Open	Results	Interview 'D' dAY	Final Results	Fee Payment
Round 1	Till 15 Jan '25	20 Jan '25	21-31 Jan '25	Feb '25	1 March '25
Round 2	1 Apr - 30 Jun '25	2 July '25	July '25	July '25	July '25

Bower Entrepreneurship Aptitude Test (BEAT) Format

Section	Questions	Time	Focus Area	Recommended Syllabus
Section 1: Entrepreneurial Quotient & Current Affairs	35 (MCQs)	15 minutes	Entrepreneurial Basics, Startup Trends, Case Analysis	Entrepreneurial Basics: Basics of business models, customer needs, value propositions, and how startups grow. Startup Trends: Current events and trends in the startup world. Case Studies: Analytical thinking and problem-solving in business contexts.
Section 2: Psychometric Test	50 (MCQs)	15 minutes	Decision-Making, Team Dynamics, Leadership, Resilience, Risk-Taking, Adaptability, Innovation	Psychometric Skills: Read about how entrepreneurs make decisions, work in teams, lead effectively, handle challenges, take risks, and adapt to change.
Section 3: Business Communication	7 (MCQs & Writing Tasks)	5 minutes	Professional Communication, Situational Analysis	Business Scenarios: Professional communication skills through writing business emails, memos, and reports, analysing business scenarios, and crafting effective, timely responses while addressing conflicts, ethical issues, and crisis situations. Writing Task: Writing clear responses and handling business situations.
Section 4: Audio-Visual Prompts	3 (Video/ Audio Responses)	10 minutes	Customer Interaction, Marketing & Promotion, Product Development	Real-Time Communication: Responding to business scenarios, demonstrating clear communication, critical thinking, and problem-solving skills through audio or video responses.

Program Structure

Eligibility

Class XII

Current Students & Pass-outs

Cohort Starting

August 2025

Format

On Campus

Opt-in Residential

Duration

3 Years

with an Optional 1-Year Internship
in Europe

**A Professional Certificate in
Entrepreneurship in Business & Technology by**

Bower School of Entrepreneurship

Degree

BBA in Business Management from
the European Global Institute of
Entrepreneurship and Innovation



**EUROPEAN
GLOBAL**
Institute of Innovation & Technology

How to Enrol?

1

Scan the QR Code and Complete
the Application Process

2

Take the Bower Entrepreneurial
Aptitude Test a.k.a. (BEAT)

3

Schedule an In-Person Interview

4

Welcome to Bower!



Fee Structure

Year	Admission Fees (Non-Refundable)	Tuition Fee
Year 1	50,000/-	9,00,000/-
Year 2	-	9,25,000/-
Year 3	-	9,50,000/-
Year 4*	-	10,00,000/-

Note: Above prices are exclusive GST

- The 4th year fee is applicable only to the students opting for an internship at the European Global Institute of Innovation and Technology and to be a part of our Global Expansion Strategy.
- For additional details and residential options, please speak to our admission counsellor.

Financing

- We offer easy financing options in collaboration with our banking partners. If student loan assistance is desired, our counselling team can connect you with financial service providers.
- Post application, further details will be shared with candidates by their admission counsellors

Bower v/s Other Programs

	Bower	Other Programs
Curriculum	Real-world, ready for 2027 and beyond	Outdated
Faculty	Real-time entrepreneurs, industry experts, CXOs, experienced academicians	No industry experience
Mentorship	Monthly 1:1 sessions with industry experts	No dedicated guidance
Internship	Opportunity for 1-Year internship program	No support for internship opportunities
Global Exposure	Exposure with accelerators globally	Exposure with academic institutes only
Venture Support	Exclusive execution support with tech, finance and marketing experts	Minimal
Campus	New-age campus inside tech park	Outdated

Building Entrepreneurs of Tomorrow, Today!



Download Bower Community App



📍 Bower Campus, 8th Floor, WeWork, RMZ Spire, Hi-Tech City, Hyderabad

🌐 www.bowerschool.com

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