EX | ENACT IT.

Challenge. Change. Rise with Confidence.

COURSE BROCHURE · 2026

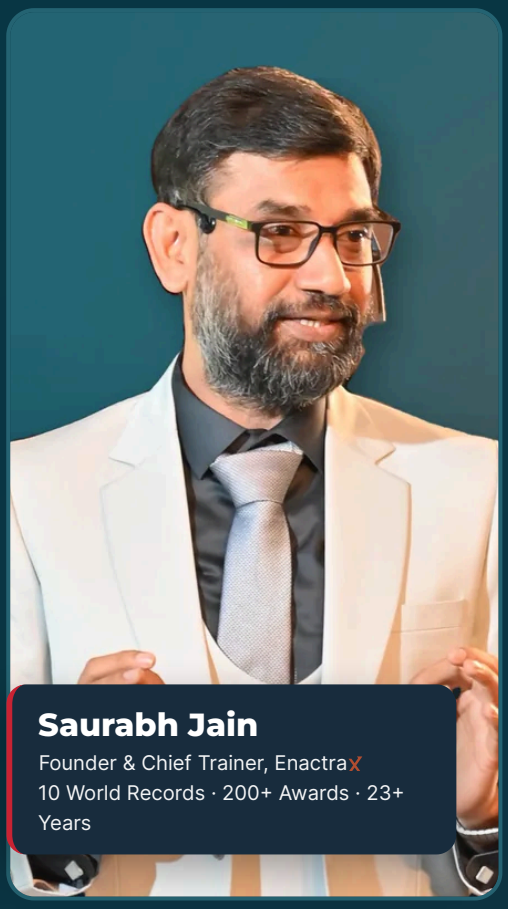
BEST ENTREPRENEURSHIP COURSE IN JAIPUR

Entrepreneurship & Startup Business Leadership Course

Walk in with an idea. Walk out a founder.

A 2-month, 44-day practical program that takes you from founder mindset, legal setup and business plans to pricing, sales, cash flow, hiring and a scaling blueprint you pitch to a live panel.

₹20,000 ~~₹30,000~~ Easy EMI available



Saurabh Jain
Founder & Chief Trainer, EnactraX
10 World Records · 200+ Awards · 23+ Years

2 Months
44 practical days

11 AM to 12:30 PM
Monday to Friday

Online & Offline
Jaipur campus + live online

Bilingual
Hindi & English

Batch of 20
personal attention

Certificate
earned by implementation

YOUR 6-PHASE JOURNEY, IDEA TO SCALEUP

1. Founder mindset & leadership
2. Legal setup & business plan
3. Market, model & pricing
4. Sales & customer growth
5. Finance & data security
6. Team & scaling

THE REAL PROBLEM

Most startups do not fail for lack of ideas. They fail for lack of business skills nobody taught.

90%
of Indian startups shut down within five years.
IBM Institute for Business Value

1 in 5
new businesses close in their first year; about half by year five.
U.S. Bureau of Labor Statistics

35%
of startup failures cite “no market need” as a reason.
CB Insights post-mortem analysis

> Every month without a system, the same guesswork decides your deals, your hires and your month-end cash. **The course takes 2 months. Trial-and-error can take years.**

What you walk out with

- A written, investor-ready business plan
- The right legal structure and compliance calendar
- Value-based pricing and healthy margins
- A predictable sales and lead pipeline
- A 12-month cash-flow forecast
- A hiring system and a culture of ownership
- SOPs so the business runs without you
- A scaling blueprint pitched to a live panel

Who it is for

Students & aspiring founders
Turn an idea into a validated, written plan.

Professionals planning a startup
Move from salary to business with calculated risk.

Family & traditional business owners
Add systems, modern marketing and clean finance.

Startup founders scaling up
Build the model, team and pitch for the next stage.

Women entrepreneurs & homepreneurs
Price your skill and build a steady flow of clients.

Freelancers & consultants
Productise your expertise into a business that scales.

WHAT GUESSWORK COSTS, YEAR BY YEAR

TODAY
The idea in the drawer
The plan stays in your head.

YEAR 1
The cash crunch
Sales come in, cash runs out.

YEAR 3
The owner trap
Growth stops when your energy does.

YEAR 5
The plateau
Competitors with systems overtake you.

THE 44-DAY SYLLABUS

Entrepreneurship and startup leadership program: from idea to scaleup

Every day follows one path: the real problem, why you must improve, the assured transformation and the payoff, applied to your own idea or business.

Phase 1 — Mindset, Leadership & Strategic Foundations

Think like a founder. Lead like a CEO. Act like an owner.

Days 1 to 8

- 01 The 21st Century Entrepreneur & Mindset Shift
- 02 The 5 Spiritual & Operational Laws of Business Success
- 03 Modern Professionalism & Executive Presence
- 04 Strategic Leadership & Ideal Entrepreneurial Path
- 05 Defining Vision & The Intentional Entrepreneur
- 06 Overcoming Fear & Execution Barriers
- 07 Innovation, Problem-Solving & Risk Management
- 08 Systems Thinking & Work-Life Integration

Phase 2 — Business Structure, Legal Setup & Master Business Planning

Build it right. Plan it smart. Protect it early.

Days 9 to 15

- 09 Entity Selection, Registration & Legal Frameworks
- 10 50 Common Startup Mistakes & Success Mantras
- 11 Deciphering Startup vs. Traditional Company Operations
- 12 Business Plan Recreation (Part 1 - Strategy & Structure)
- 13 Business Plan Recreation (Part 2 - Increasing Odds of Success)
- 14 Business Acumen & Opportunity Cost Analysis
- 15 Crisis Management & Resource Optimization

Phase 3 — Market Analysis, Business Models & Strategic Economics

Know the market. Design the model. Price the value.

Days 16 to 23

- 16 Product Deep-Dive & Market Timing
- 17 Business Model Architecture
- 18 Market Research & Effectiveness Frameworks
- 19 Product-Market Fit & Value Metrics
- 20 Product Strategy: Quality vs. Marketing
- 21 Portfolio Strategy & Strategic Matrices
- 22 Pricing Strategy & Value Quantization
- 23 Switching Costs & Market Moats

Phase 4 — Sales Mastery, Marketing & Customer Acquisition

Find them. Win them. Keep them.

Days 24 to 31

- 24 Targeted Customer Profiling & Consumer Behavior
- 25 Uncovering Pain Points & Market Flaws
- 26 The 7 Ps of Modern Marketing Integration
- 27 Behavioral Styles & Customer-Centric Interactions
- 28 30 Master Tactics to Influence Customer Decisions
- 29 Cold Outreach & Lead Generation Architecture
- 30 Market Intelligence & The Adoption Ladder
- 31 Customer Delight & Retention Models

Phase 5 — Financial Intelligence, Forecasting & Data Security

Read the numbers. Protect the cash. Secure the data.

Days 32 to 37

- 32 Financial Literacy for Founders
- 33 Financial Forecasting & Cash Flow Management
- 34 Revenue Optimization & Capital Allocation
- 35 Data Security Architecture for Startups
- 36 Operationalizing Data Management & Compliance
- 37 Standard Operating Procedures (SOPs) & Policies

Phase 6 — Human Capital, Team Scaling & Organizational Excellence

Hire right. Build culture. Scale beyond yourself.

Days 38 to 44

- 38 Hiring Architecture & Role Definition
- 39 Talent Acquisition & Interview Mastery
- 40 Strategic Talent Retention & Employer Branding
- 41 Creating Win-Win-Win Organizational Culture
- 42 Performance Management & The PIP Framework
- 43 Feedback Loops & Negotiation Mastery
- 44 Program Synthesis, Scaling Blueprint & Pitch Presentation

Day 44 · Pitch day: you present your scaling blueprint to a live panel and leave with a 12-month action plan.

INSIDE ONE DAY: DAY 22, PRICING STRATEGY & VALUE QUANTIZATION

THE REAL PROBLEM

"I lower my prices to win customers, and then struggle to make a profit."

WHY YOU MUST IMPROVE

McKinsey found a 1% price improvement can lift operating profit by about 8.7%: underpricing quietly eats your margin.

ASSURED TRANSFORMATION

- Price on value, not on fear
- Quantify the value you deliver
- Raise prices without losing good customers

FROM → TO

~~"If I charge more, they'll leave."~~

"When they see the value, they pay for it."

"I raised my price and gained better clients."

YOUR MENTOR

Saurabh Jain: business coach who teaches what he paid to learn



Saurabh Jain

Founder & Chief Trainer, EnactraX · Business Coach · Motivational Speaker

Between 2015 and 2017 he built two startups: one lacked a scalable business model, the other's partnership broke due to Brexit. Those lessons now shape every day of this program. Founder of the Jaipur Learning Festival, where he delivered a 30-hour non-stop speech before 15,000+ people.

> *"Training is not just my profession. It's my purpose, my passion and my profession."*

10	200+	23+	41	30 hrs	40,000
World Records	Awards	Years	Domains of expertise	Non-stop speech	Study hours

The signature growth path

1. Self Discovery
2. Mindset & Motivation
3. Upskilling
4. Mentoring
5. Unstoppable Growth

The EnactraX way

EN
Engage, Encourage, Evolve, Enlighten

ACT
Action, every single day

RA
Aura: presence that earns trust

X
Excellence, Explore, Experience

How every session flows

Spark
Ice breakers and energizers from a library of 500+ games.

Play
Business simulations, case battles and sales role plays.

Debrief
The framework behind the activity, explained simply.

Commit
Your next action for your own business, in the workbook and logbook.

Celebrate
Recognition that sends every founder home charged.

Pre and post assessment, case studies, role plays, workbook, transformation logbook and a live pitch day. No lectures to hide behind.

FEES & ENROLMENT

Reserve your seat: only 20 founders per batch

Entrepreneurship & Startup Business Leadership Course

₹20,000 ~~₹30,000~~

Save ₹10,000 · Easy EMI available

Duration	2 months · 44 practical days
Timings	11:00 AM to 12:30 PM, Monday to Friday
Mode	Online & offline (Jaipur campus)
Language	Bilingual: Hindi & English
Batch size	Only 20 seats
Certificate	Yes, earned through implementation

Included

- Founder workbook
- Transformation logbook
- Self-assessment, start and end
- Live pitch day
- Founder network
- Certificate in Entrepreneurship & Startup Business Leadership

Money-back guarantee

Maintain 95% attendance, complete 95% of assignments and act on the feedback given. If you still feel no growth, you get a full refund. Applicable on selected courses: please confirm eligibility during counselling.

Fair lock-in policy

Emergency leave of 5+ days? Your course is extended on written request and approval. One lock-in per course.

Easy EMI

Start now and pay in flexible instalments. Ask our team on WhatsApp for the EMI plan that suits you.

Refer & earn 10 to 20%

On every successful referral: unlimited referrals, no investment.

Talk to us

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Scan to see the full course page and reserve your seat

Don't just learn it. Enact it.

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