



# Management Associates

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## Innovation, Entrepreneurship & Startup Management

(A Six-Week Online Summer Internship)

(June 01 – July 13, 2026)

### 1. Introduction:

‘Management Associates’ is incorporated as a company under the Company’s Act 2013, MCA, GoI. It is promoted by a pool of learned and experienced professionals.

The Online Internship Program on Innovation, Entrepreneurship and Startup Management by Management Associates Private Limited is a career-oriented, experiential learning initiative designed to transform students into future entrepreneurs, innovators, and startup leaders.

This program blends theoretical understanding with practical exposure, enabling participants to work on real-world startup challenges, business models, and innovation projects. It emphasizes a shift from job-seeking mindset to job-creating mindset, which is a key objective of modern entrepreneurship internships.

The internship is delivered in a fully online, flexible format, allowing participants to learn and contribute from anywhere while engaging with mentors, industry experts, and startup ecosystems.

### 2. Objectives of the course:

#### 1. Fostering Creativity, Innovation & Entrepreneurial Mindset

To cultivate a strong foundation of **creativity and innovation** among participants by encouraging independent thinking, problem-solving, and idea generation. The program aims to nurture an **entrepreneurial culture** where individuals are empowered to challenge conventional approaches, explore new opportunities, and develop a proactive mindset required to create and lead ventures in a dynamic business environment.

#### 2. Building Holistic Knowledge of Business & Technical Domains

To equip participants with comprehensive knowledge of both **technical and managerial aspects of startup development**, including product development, marketing strategies, human resource management, supply chain operations, production processes, financial planning, and investment mechanisms. This objective ensures that learners gain a **360-degree understanding of how a startup functions**, enabling them to make informed and strategic decisions while building and managing new ventures.

### 3. Understanding the Indian Entrepreneurial Ecosystem

To provide in-depth exposure to the **Indian entrepreneurial ecosystem**, including the role of startups, incubators, accelerators, investors, government initiatives, and industry networks. The program aims to familiarize participants with the **key success factors, challenges, and opportunities** within the ecosystem, enabling them to navigate it effectively and leverage available resources for business growth and sustainability.

### 4. Preparing Participants for Entrepreneurial Careers & Startup Success

To prepare participants to confidently pursue the **entrepreneurship career track** by equipping them with practical skills, strategic insights, and execution capabilities. The program focuses on guiding learners to conceptualize, develop, and position their ideas as **early-stage startups**, enabling them to transition from ideation to implementation and build sustainable, scalable ventures within the corporate and startup landscape.

### 3. Eligibility:

- Students, Scholars, Aspirant Entrepreneurs, Budding Entrepreneurs, Start-up Promoters and others active in the Indian Entrepreneurial & Start-up Ecosystem.

### 4. Fee:

- INR 2000/- (to be paid by online through Bank Transfer/ QR Code). Fee is non-refundable; however, it may be adjusted to another candidate as suggested by the original candidate.

### 5. Program Structure

In the complete course, total twenty-four hours online pragmatic sessions are to be conducted as mentioned below. Dates and timings are tentative. Information is to be shared through a WhatsApp group.

<b>Session Number</b>	<b>Date</b>	<b>Time</b>	<b>Topic/ Contents</b>
<b>Session 1</b>	01/06/26 (Monday)	06:15 PM 07:45 PM	Inauguration Role of Innovation, Entrepreneurial Mindset
<b>Session 2</b>	04/06/26 (Thursday)	06:15 PM 07:45 PM	Promoters, Startups & Entrepreneurial Ecosystem
<b>Session 3</b>	08/06/26 (Monday)	06:15 PM 07:45 PM	Product Development & Validation Prototype to MVP to PMF
<b>Session 4</b>	11/06/26 (Thursday)	06:15 PM 07:45 PM	IPR for Start-ups Company Incorporation and Start-up registration
<b>Session 5</b>	15/06/26 (Monday)	06:15 PM 07:45 PM	Pre-sales strategies for Start-ups Marketing Management for Start-ups
<b>Session 6</b>	18/06/26 (Thursday)	06:15 PM 07:45 PM	Project Reports Business Plan
<b>Session 7</b>	22/06/26 (Monday)	06:15 PM 07:45 PM	Pitch Deck Format and Pitching Role of Incubation Centers
<b>Session 8</b>	25/06/26 (Thursday)	06:15 PM 07:45 PM	Valuation of a Startups and Funding Options
<b>Session 9</b>	29/06/26 (Monday)	06:15 PM 07:45 PM	Industry Revolution vis-à-vis Sustainability

<b>Session 10</b>	02/07/26 (Thursday)	06:15 PM 07:45 PM	Term Sheet and Negotiations Legal Documents
<b>Session 11</b>	06/07/26 (Monday)	06:15 PM 07:45 PM	High-tech and Deep-tech Startups
<b>Session 12</b>	13/07/26 (Monday)	06:15 PM 07:45 PM	Internship Project Evaluation

## 6. Unique Value Proposition (USP) of MAPL Internship

- Industry-aligned curriculum focusing on real startup ecosystems
- Hands-on learning rather than purely theoretical teaching
- Mentorship by experts and entrepreneurs
- Flexible online delivery for wider accessibility
- Focus on innovation + sustainability + emerging sectors
- Outcome-based learning (portfolio + startup readiness)

## 7. Issuance of Certificates

Certificates will be issued to all the participants on 15<sup>th</sup> July 2026 (through online valediction event) after successful completion of the course.

## 8. Important Dates

Course Duration	:	June 01 – July 13, 2026
Registration (Last date)	:	May 25, 2026
Issuance of Certificates	:	July 15, 2026

## 9. Bank's details for fee payment/ Payment link

S.No.	Particulars	Details
1	Name of the beneficiary	Management Associates Pvt. Ltd.
2	Bank Name/Address	Indian Bank, Sector 51 Noida 201307
3	Account Number	50110521540
4	Account Type	Current
5	IFSC Code	IDIB000N614
6	Fee to be paid	Rs. 2,000/- per candidate

## 10. Registration for the participants/ Registration Link

Registration Link: [bit.ly/internship\\_2026](https://bit.ly/internship_2026)



For any queries: - Emailed at [info.manasso@gmail.com](mailto:info.manasso@gmail.com)