

LEAD INDIA ENTREPRENEURSHIP DEVELOPMENT
FOR EDUCATIONAL REQUIREMENT (LIEDER) PROGRAM

LEDER

Empowering, Inspiring and Educating Entrepreneurs

ISO 9001 - 2008 AND IAO ACCREDITED PROGRAM

A small idea with a small
investment and serious
involvement can change your world



The Organization

The Lead India Development Program (LIEDER) is an invite-only membership Organization comprised of hundreds of the world's most elite and successful young entrepreneurs.

LEAD INDIA members hail from education market sector and industry and have, collectively, generated tens of thousands of jobs and billions of dollars in revenue.

Our goal is to provide entrepreneurs with access to everything they need to succeed –today, and in the future. That's why we connect the world's most successful young entrepreneurs – so they can grow their businesses faster, while giving back to aspiring entrepreneurs through LIEDER mentorship program.

Our work has been formally honored by both and The White House, and our organization, team and initiatives have been featured in hundreds of publications like The New York Times, Fortune, CNN, Mashable, Inc., Fast Company, Forbes, Tech Crunch, The Washington Post and The Atlantic.

We have been recognized several times over as the most elite entrepreneurship organization in India.

LEAD INDIA IS THE MOST ELITE ENTREPRENEURSHIP ORGANIZATION IN THE COUNTRY. HERE'S WHY.

LEAD INDIA members, who are carefully vetted by existing members, get access to a variety of concierge-like benefits, including a dedicated community management team to facilitate introductions and connections, members-only forums and a mobile app for 24/7 peer-to-peer support, a professional editorial team for PR opportunities, and quarterly in-person events. New products, partnerships and services are rolled out regularly. Plus, LEAD INDIA members give back to the startup ecosystem by mentoring tens of thousands of aspiring entrepreneurs every month through our virtual mentorship program, #StartupLab.

A TRUSTED COMMUNITY

The LEAD INDIA is a highly selective, invite-only group of likeminded peers from nearly every industry. LEAD INDIA members have access to a community of entrepreneurs just like them, including:

- Dedicated community management team to facilitate warm introductions and Connections
- 24/7 peer-to-peer support via private community forums
- Monthly video-based speed networking events
- Members-only dashboard, private network and mobile app
- Quarterly in-person lunches, dinners and events in LEAD INDIA hubs —
- open to local members AND any members passing through!

EXCLUSIVE BRAND-BUILDING & PR OPPORTUNITIES

Our dedicated editorial team helps members leverage—and get published in—dozens of our media partners, including the most recognizable business publications such as Forbes, Inc., Yahoo!, Read Write, The Huffington Post, VentureBeat, FastCompany, The Washington Post, MSN, Fox Business and dozens more.

With our editorial and community team's help, LEAD INDIA members get:

- Quick-and-easy PR through our “Q&A”-style advice columns
- Major media exposure via their own how-to, tips-based AND op-ed articles
- Social media promotion via LEAD INDIA social channels
- Multiple interview and article/blog syndication opportunities
- Hands-on help refining and editing content.



ACCESS TO BUSINESS TOOLS AND RESOURCES

One of the biggest advantages LEAD INDIA members have is the ability to get advice, deals, discounts and peer-to-peer support anytime, anywhere via our members-only dashboard, app and online community forums. Access business development resources like:

- Regional and community-wide forums for 24/7 peer-to-peer support
- Weekly community request emails, where you can post opportunities or ask other LEAD INDIAers for resources opinions/assistance
- A LEAD INDIA members map so you can connect with LEAD INDIAers in person, no matter where your business travel takes you
- A members-only mobile app to connect with LEAD INDIA resources on the go
- Exclusive discounts on business products and services.

HIGH-TOUCH SUPPORT

Community management is our top priority. Members can count on the LEAD INDIA team for concierge-like service, around the clock. Our core team includes:

- Knowledgeable support staff
- Professional editorial services
- Top-notch community management.

Our goal is to provide every single member with a unique, personalized experience that helps them grow their networks – and their businesses.

OPPORTUNITY TO EMPOWER OTHER ENTREPRENEURS WORLDWIDE

We're passionate about the same things you are: namely, improving the startup ecosystem, helping to pave the way for other startup founders and aspiring entrepreneurs to succeed, grow and give back. LEAD INDIA offers its members multiple ways to nurture the startup ecosystem (while maximizing their limited time and bandwidth) through #StartupLab, a virtual mentorship program fueled by LEAD INDIA's collective brainpower.

LEAD INDIA members empower other entrepreneurs in several ways:

- Conduct a Lieder live video chat with thousands of aspiring entrepreneurs from around the world
- Participate in, teach or speak at on-the-ground mentorship events
- Produce content for Lieder training materials, including weekly email lessons and eBooks.

THE LEAD INDIA IS AN INVITE-ONLY, HIGHLY SELECTIVE, QUALITY-OVER-QUANTITY ORGANIZATION.

After an application is filled out, our member selection committee uses a combination of qualitative and quantitative information about a candidate's business to decide if they are eligible for membership. The LEAD INDIA is a vetted democracy, in which current members vote on all new members. We don't share every detail of the selection process, but certain core criteria are explained below.

FOUNDERS & BUSINESS OWNERS

In order to qualify for LEAD INDIA membership, the candidate must be an entrepreneur (under 40 at the time of application) on the founding team of an existing business venture – or past business venture that they have successfully exited from.

HIGH-GROWTH BUSINESSES

We look for businesses with accelerating revenue models and a plan for sustainability or a profitable exit. The typical LEAD INDIA candidate has either a minimum of \$1M annual revenue and/or has secured a minimum of \$1M in financing for their current venture(s); while the majority of candidates report significantly higher revenues or financing, these are a good baseline criteria. (Those who do not yet meet these criteria are encouraged to join Lieder, our free mentorship program.)

AWARDS & RECOGNITION

We look for company founders who have been recognized and awarded by reputable organizations for operating successful businesses in their given industry (for example, by Inc. 30 Under 30, Forbes 30 Under 30, Crains 40 Under 40, Business Journals 40 Under 40, Entrepreneur 30 Under 30, among others).



COMMUNITY IMPACT

We want our members to be as passionate about giving back to the entrepreneurship ecosystem as we are. We seek out members who have exemplified true leadership in the startup community by giving back through volunteering, investing, donating, mentoring or otherwise.

SOCIAL INFLUENCE

We look for members who are widely recognized as the thought leaders in their respective industries and look at various contributions each candidate has made online and offline to the larger entrepreneurship brain trust.

THE LEAD INDIA WAS CREATED BY ENTREPRENEURS FOR ENTREPRENEURS. THIS IS OUR STORY.

Today, Scott Gerber is a serial entrepreneur, internationally syndicated business columnist, author (Never Get a “Real” Job) and TV commentator.

But early in his entrepreneurial career, as a college student, he found himself making “every possible mistake one could make as a rookie entrepreneur”—which led to the failure of his first business.

At that moment, he made a promise to himself: if he ever succeeded in the future, he would work to ensure that no young entrepreneur ever felt alone or struggled without the proper resources again.

Gerber knew he needed candid advice and support from his fellow Gen Y entrepreneurs who'd been there, done that.

Nearly a decade later, with several successful businesses in tow, he realized his vision with the first version of the Young Entrepreneur Council: an informal brain trust of like-minded peers who wanted to help each other's businesses grow, while also supporting the millions of aspiring young entrepreneurs just getting started.

“We want to aggregate the best of the best.”

From the start, the LEAD INDIA was an invitation-only forum to exchange ideas and resources, make high-value connections and provide needed mentorship. When Gerber met Ryan Paugh, a Gen Y careerist co-founder and “something of a cult legend in the online community-building world”—they began building out the LEAD INDIA community on a larger scale.

Paying it forward while supporting each other's growth is integral to LEAD INDIA's mission to empower young entrepreneurs, who, across the board, believe that doing well and doing good are not mutually exclusive — nor should they be.

To that end, the LEAD INDIA has led various public campaigns to improve access to and policy around entrepreneurship, from the Fix Young India grassroots campaign to the Youth Entrepreneurship Act, Gen Y Capital Partners and, most recently, the launch of Lieder, a virtual mentorship program (in partnership with Citi) that helps millions of aspiring and current entrepreneurs launch and grow new businesses.

“Everything we do at the LEAD INDIA is meant to fulfill a social need and promote free enterprise at the same time,” says Manoj.



“If we can create a series of mentorship programs for aspiring entrepreneurs, and unprecedented access to high-level resources and connections for our elite members at the same time, then we’ve achieved something very powerful.”

Creating opportunities and encouraging enterprise and entrepreneurship among the British youth community.

Inspiring Young Entrepreneurs Consortium is a social enterprise based investment company that will help inspire the new generation of budding young entrepreneurs of today become the big-time entrepreneurs of tomorrow. We offer young entrepreneurs a route from gaining work experience to managing their own business. We believe that the key to economic success and stability lies with the young entrepreneurs of today. We have developed a new business model that infusions the investment and charity sector to create a business that not only will make profits, but also ensure the new generation of young people have the necessary skills and experiences to become entrepreneurs themselves.

The Problem:

Key Facts:

- One in five young people are unemployed
- The number of unemployment in the INDIA currently stand at 2.67 million
- Of those 1.04 million are 16-24 year olds
- Labelled as the 'Lost Generation'
- Current unemployment rates for 16-17 year olds are as high as 39.4%

The programme is aimed at teenagers aged 16-21. There are two sections to the programme; the first is gaining skills and work experience from working in a market stall establishment and secondly the 'Business Initiative' section. Members will have the opportunity to make a real contribution to the consortium and themselves as they are encouraged to create a business plan and pitch their own business ideas in the hope of getting their business ideas implemented by the consortium. Business ideas will be analysed and assessed by a panel of board members, judging whether the idea is profitable and feasible. The most profitable and feasible idea will be implemented with the backing of the Consortium's Investment Fund.

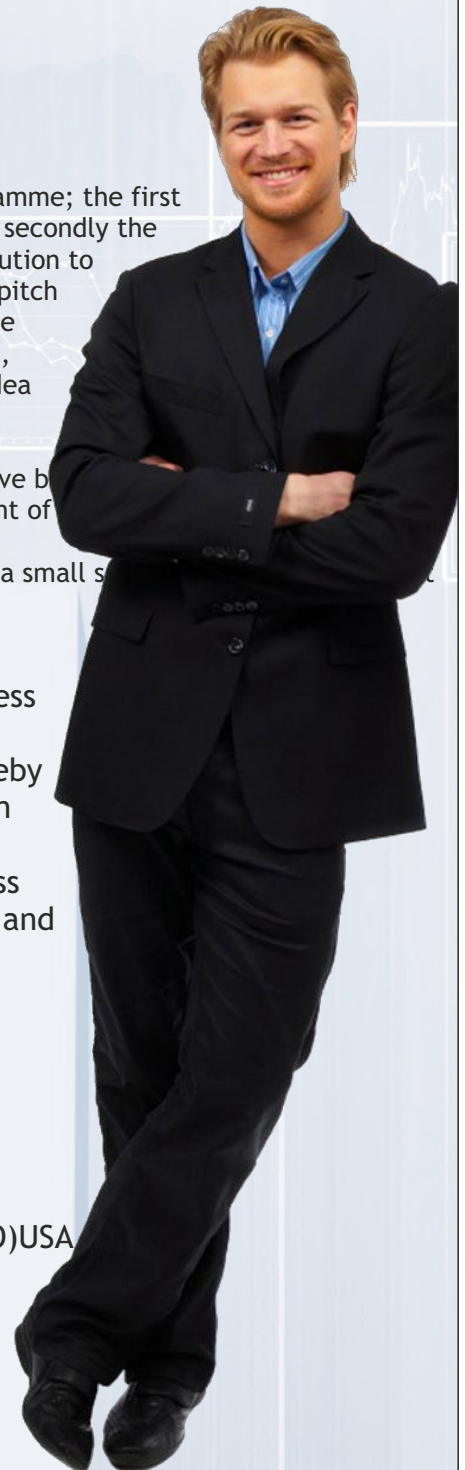
The Consortium's Investment Fund is a pot of money used to invest in new and innovative business ideas. Each project/market stall will be donated into the fund in order to build up the amount of money allowed to be given by the company. Business ideas accepted by the Consortium will be given the opportunity to start up their business in a small market stall locations before thinking of expanding the business.

A LEAD INDIA Franchisee benefits from :

- Having access to a proven and successful format of operating the business that has been developed by the Franchisor.
- Using the LEAD INDIA's brand name, which already has recognition thereby reducing precious time, huge expenditure and efforts that are involved in creating a brand name and then establishing reputation.
- A professional support provided by us ensuring guidance in your business operations and a franchisee can bank upon the management, marketing and personnel assistance provided by the company.

Why Franchises from Lead India

- Pay Only 25% of Franchisee Fees
- 75% of Franchisee fees will be paid by LEAD INDIA.
- No tension of Acquiring Legal Norms
- Get the respect as a Pvt. Ltd. Company @ Our
- Get the ISO 9001-2008 establishment with no further investment
- Get the accreditation from international Accreditation Organization (IAO) USA
- Get Certificate From British Council
- Get Crisis Management Deiced Finance Upto 10 lacs
- Get a professional Management by stem for your business





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Let's Make a Just World

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