

Introducing Proneurship: Shaping the Next Generation of Entrepreneurs

At **FramelImpacts Pvt. Ltd.**, we believe that entrepreneurship is more than just launching a business—it's about mastering the art of turning vision into reality through professionalism, strategy, and execution. That's why we created **Proneurship**, a 6-month intensive program designed to equip aspiring and seasoned entrepreneurs with the tools they need to build and scale successful ventures.

The name **Proneurship** blends “Pro” from **professionalism** and “neurship” from **entrepreneurship**, capturing our focus on cultivating the practical skills, disciplined mindset, and innovative thinking required for entrepreneurial success in today's competitive market.

Why Proneurship Exists

In the fast-evolving landscape of the **Northeast**, we've noticed a distinct gap in entrepreneurial development. While many individuals and businesses in the region have tremendous potential, they often lack the structured, professional approach that is crucial for scaling and sustaining a business. Entrepreneurs here, whether in the idea stage, early growth, or even established, frequently miss out on the **fundamental principles** and **strategic frameworks** that drive long-term success.

At the same time, the disconnect between entrepreneurs and investors, combined with the absence of robust business models, often leaves promising ventures struggling to grow. We created **Proneurship** to address these gaps, offering a platform that bridges ideas, startups, and established businesses with the professional know-how and investor connections they need to thrive.

Our curriculum was designed with input from industry leaders, drawing on insights from alumni of prestigious institutions like **INSEAD**, the **Indian School of Business**, **IIM**, and **IIT**. The result is a program that doesn't just teach theory but helps participants apply global best practices to **real-world business challenges**—delivering a powerful mix of knowledge, mentorship, and hands-on experience.

Crafting the Proneurship Experience

Proneurship isn't just another business course—it's a **strategic learning journey**. We designed the curriculum using proven frameworks like **Backward Design** and **Bloom's Taxonomy**, starting with clear, outcome-driven goals. Whether you're aiming to secure investment, launch a validated product, or scale your business, each module is engineered to help you achieve those objectives.

From **market research** and **business plan development** to **financial management** and **customer acquisition**, every aspect of Proneurship is crafted to provide practical, hands-on learning. By the end of the program, you'll have not only the theoretical understanding of entrepreneurship but also the **real-world skills** to drive measurable results.

Who Should Join Proneurship?

Proneurship is open to individuals at every stage of their entrepreneurial journey, from those just starting out with a bold idea to seasoned business owners looking to take their venture to the next level. What unites them is the drive to succeed and the commitment to **professional growth**.

Our Ideal Participants Include:

- **Aspiring Entrepreneurs:** Those with innovative ideas who need expert guidance to turn their vision into a reality.
- **Early-Stage Entrepreneurs:** Founders who have launched their businesses but seek the skills to professionalize operations and attract investment.
- **Established Entrepreneurs:** Business owners ready to scale their ventures, refine processes, and build sustainable models for long-term growth.
- **Professionals and Students:** Individuals considering entrepreneurship as a career and looking to develop a solid foundation in business.
- **Ecosystem Supporters:** Investors, mentors, and ecosystem builders who want a deeper understanding of how to nurture entrepreneurial growth, particularly in emerging markets.

Outcomes You Can Expect from Proneurship

Proneurship is built to deliver tangible, **measurable outcomes**. By the end of the program, participants will be equipped to confidently take their business to new heights, armed with the knowledge, tools, and network to thrive in the entrepreneurial world.

Key Takeaways:

1. **Professionalism in Business:** Gain a solid understanding of how to run a business with professionalism and strategic insight, equipped to navigate complex business environments.
2. **Market-Validated Business Models:** Leave the program with a thoroughly researched and market-tested business concept, ready for implementation.
3. **Comprehensive Business Plans:** Craft an investor-ready business plan with financial forecasts, marketing strategies, and operational structures that stand up to scrutiny.
4. **Financial Acumen:** Develop a deep understanding of financial management, including metrics, budgeting, and long-term sustainability.
5. **Investor-Ready Ventures:** Master the art of pitching, presenting a compelling case to investors, and securing the capital and partnerships needed to grow your business.
6. **Valuable Networks:** Build strong connections with mentors, peers, and industry leaders that will support your journey beyond the program.

Empowering the Northeast: Our Mission and Vision

We are proud to launch **Proneurship** in **Lamka, Manipur**, a region brimming with untapped entrepreneurial potential. The **Northeast of India** has always been known for its resilience,

creativity, and entrepreneurial spirit. Yet, the lack of structured resources and support has limited the ability of local entrepreneurs to fully realize their ambitions.

By focusing on this emerging market, we aim to create a ripple effect—empowering individuals and driving **economic development** across the region. Through **Proneurship**, we are not just building businesses; we are **building communities** that thrive on innovation, sustainability, and professionalism.

Our commitment extends deeply to the **Eimi community** and other underrepresented groups. We believe these communities hold incredible promise, and through **Proneurship**, we are providing the tools and mentorship necessary to unlock that potential. This program is more than just a course; it's a movement to fuel entrepreneurial growth and create lasting, positive change.

Our Long-Term Vision

At **FrameImpacts**, we see entrepreneurship as a force for good—a way to transform lives, strengthen communities, and contribute to the larger economy. Through **Proneurship**, we are investing in the future of the **Northeast** and helping to shape a vibrant entrepreneurial ecosystem.

Our mission is to build a generation of entrepreneurs who not only succeed but do so with professionalism, ethics, and innovation. The entrepreneurs emerging from Proneurship will be equipped to tackle the challenges of a rapidly changing business environment and to lead with both vision and integrity.

By supporting **Proneurship**, you're not just investing in your own success; you're becoming part of a movement that will elevate the entire region's entrepreneurial landscape.

Introducing Proneurship: Empowering Entrepreneurs with Professionalism and Investor Readiness

At **FramelImpacts Pvt. Ltd.**, we recognize that entrepreneurship isn't just about launching a business; it's about building sustainable ventures with professionalism and strategy. This led us to develop **Proneurship**, a 6-month program tailored for aspiring entrepreneurs, established business owners, and startups seeking to scale.

What is Proneurship?

Proneurship combines "Pro" from professionalism and "neurship" from entrepreneurship, emphasizing a professional approach to building and managing businesses. The program is designed to address key gaps we identified in the entrepreneurial ecosystem, particularly in Northeast India. While many individuals in the region have the drive to start businesses, they often lack the professional skills and structured business models required to succeed.

Proneurship bridges this gap by focusing on areas such as market research, business planning, financial management, and customer acquisition, all while nurturing an entrepreneurial mindset.

Why Proneurship in Lamka?

We launched **Proneurship** in **Lamka, Manipur**, because we believe in the untapped potential of this region. Many entrepreneurs here have brilliant ideas but lack the resources, mentorship, and professional training needed to turn those ideas into scalable businesses. By launching Proneurship in Lamka, we aim to empower local entrepreneurs, foster economic growth, and connect them to broader markets and investors.

Why We Focus on the Eimi Community

We are committed to supporting the **Eimi** community, a historically underrepresented group in the entrepreneurial space. Proneurship is our way of giving back and empowering local entrepreneurs to rise as business leaders. We provide them with access to world-class resources, expert mentorship, and practical tools to succeed.

Who is Proneurship For?

- **Aspiring Entrepreneurs:** Individuals with new ideas who need guidance and a roadmap to turn their vision into a reality.
- **Established Entrepreneurs:** Business owners seeking professional approaches to scale their businesses.
- **Startups:** Early-stage ventures needing structured support to grow, create strong business models, and secure investment.
- **Investors:** Professionals looking to engage with and support emerging entrepreneurs in an evolving ecosystem.

Connecting Entrepreneurs with Investors

A key feature of Proneurship is our focus on **investor readiness**. Throughout the course, participants will develop **investor-ready business plans** and receive training in **pitching**. By the end of the program, they will have the opportunity to **present their ideas and businesses to potential investors**, giving them the chance to secure funding and partnerships to scale their ventures.

Expected Outcomes

- **Professionalism:** A clear understanding of how to manage and grow a business professionally.
- **Validated Business Ideas:** Well-researched and market-validated business models ready for execution.
- **Investor-Ready Plans:** Compelling, strategic business plans and pitches tailored for investors.
- **Financial Literacy:** Mastery of budgeting, financial forecasting, and sustainability.
- **Network of Mentors and Peers:** A robust support system of experienced professionals and fellow entrepreneurs.

Impact on the Region

Through Proneurship, we aim to transform **Lamka and Northeast India** into a thriving hub of entrepreneurship, innovation, and business excellence. By nurturing the entrepreneurial spirit and connecting local talent with investors, we envision a future where this region becomes a center for sustainable business growth and economic development.

In short, Proneurship is about unlocking potential, connecting entrepreneurs with investors, and driving growth in the community and beyond.