



EXPORTEZE ENTREPRENEURSHIP CERTIFICATES from HARVARD UNIVERSITY

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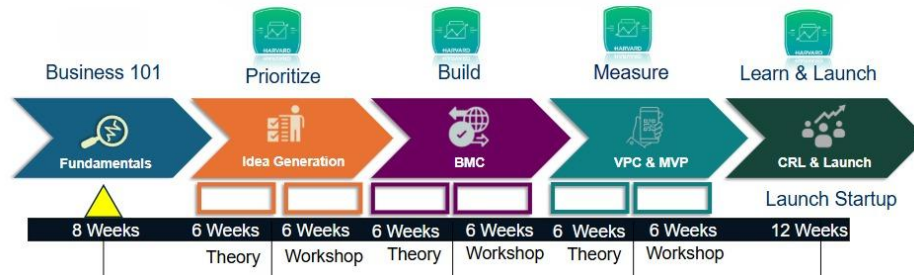
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Business Skill Development Program Overview



Our classes are conducted by qualified instructors with advanced degrees. Prof. **Swaminathan Subramanian** is a faculty member at Michigan State University and a Transformational leader with 20+ years of experience in research and industry. Currently leading the innovation team for the Axia Institute, a premier value chain research center, and utilizing his experience, knowledge, and skills towards the development of new technologies and profitable organic growth. He specializes in transforming key competitors' trends into business opportunities, establishing strategic partnerships with industry and government partners, and developing and evaluating business opportunities for profitable growth.

Dr. **Mohan Venkataramana** is a serial entrepreneur and President of Syntonix Inc. He is a graduate of IIT Madras (B.Tech in Chemical Engineering), the University of Illinois (M.S. in Energy Engineering), and MIT (Ph.D, Chemical Engineering). He worked at AT&T Bell Laboratories, Microsoft, Amazon, Caltech, Fred Hutchinson Cancer Research Center.

Praveen Venkataramana is the CEO of MITEG Corp and a graduate of MIT (B.S.) and Caltech (M.S.) in Mathematics.

For more information about the program and admissions, please contact:

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The program is delivered in three phases over two semesters:

Phase 1 – Fundamentals + Innovation Certificate (\$1200)

Students are introduced to innovation thinking, problem identification, opportunity recognition, and solution design. Foundational business concepts are taught through structured modules and guided activities.

Phase 2 – Business Model Canvas & Value Proposition Canvas (BMC & VPC) Certificate (\$900 + \$900)

Students learn how to translate ideas into structured business models. They analyze customer segments, value propositions, revenue streams, and operational strategy using industry-recognized frameworks.

Phase 3 – Pitching Workshop (\$300)

Students develop and present their business ideas through guided pitch preparation sessions. This phase strengthens communication skills, critical thinking, and presentation confidence.

Experiential Learning Approach - The program emphasizes:

- Real-world simulations that require decision-making under pressure
- Case-based discussions modeled after Harvard methodology
- Customer-centric innovation thinking
- Problem-to-opportunity transformation mindset
- Structured entrepreneurial frameworks
- Students are placed in realistic business scenarios where they must evaluate trade-offs, manage uncertainty, and pivot strategies based on evolving conditions.

Outcomes - By the end of the program, students will:

- Understand foundational business concepts
- Apply structured innovation frameworks
- Develop business models using BMC and VPC tools
- Strengthen analytical and strategic thinking
- Deliver structured pitch presentations
- Earn completion certificates from Harvard University