



**BRAND
VERSITY**

BUILDING ENTREPRENEURS IN DIGITAL MARKETING

"From Learning to Launching Your Own Company"



Building Entrepreneurs in **Digital Marketing**

BrandVersity is not just a course – it's an entrepreneurship launchpad. Our 18-month residential program is designed to transform students into successful digital marketing entrepreneurs. You'll learn, implement, and launch your own company with real clients, office support, and mentorship.

Future

To become the global leader in digital marketing mastery,
shaping entrepreneurs who lead businesses and drive
innovation worldwide.

Fcus

Train and transform students into entrepreneurs, not employees.

Create an ecosystem where:

- Students learn through real-world projects.
- Graduates launch their own businesses with **BrandVersity** support.
- Revenue-sharing partnerships ensure sustainable growth.

Values & Why BrandVersity

Core Values

- Knowledge + Practice = Impact
- Innovation & Future-Readiness
- Integrity & Sustainability
- Global Perspective
- Entrepreneurial Mindset

Why BrandVersity?

- Research-backed by 3G IRPS at IIT Madras Research Park.
- Practical & entrepreneurial approach with client projects.
- Global exposure through Middle East and international clients.
- AI-integrated, future-ready curriculum.
- Incubation and scaling support post-training.

What You Get?

- ➔ 1.5-Year Residential Program (Training + Incubation + Launch)
- ➔ Accommodation in hostel (extra charge)
- ➔ Real client projects from Day 1
- ➔ Company registration & branding support
- ➔ AI-powered learning platform
- ➔ Mentorship from industry experts
- ➔ Investor and funding opportunities
- ➔ Scholarship options available



Course **Modules**

What You Will Learn in 18 Months

1 Digital Marketing Mastery

- Marketing Foundations
- Social Media Strategies
- Content Creation
- Advertising Mastery
- Website Development
- SEO Basics
- Videography & Video Editing
- Graphic Designing

2 Entrepreneurship & Business Skills

- Marketing & Sales Mastery
- Product/Service Development
- Operations & Delivery
- Finance & Accounting
- Human Resources (HR)
- Customer Support Excellence
- Strategy & Leadership
- Event Management
- Hospitality Management

Opportunities After Completion

- ▶ Start your own registered company with full **BrandVersity** support.
- ▶ Work on **10+ live** clients during and after training.
- ▶ Enter a revenue-sharing partnership with **BrandVersity**.
- ▶ Access **global clients** through our partner network.
- ▶ Grow with **mentorship, incubation,** and **investor** support.



Journey Map (Student to Entrepreneur)

STEP 1: Admission & Orientation

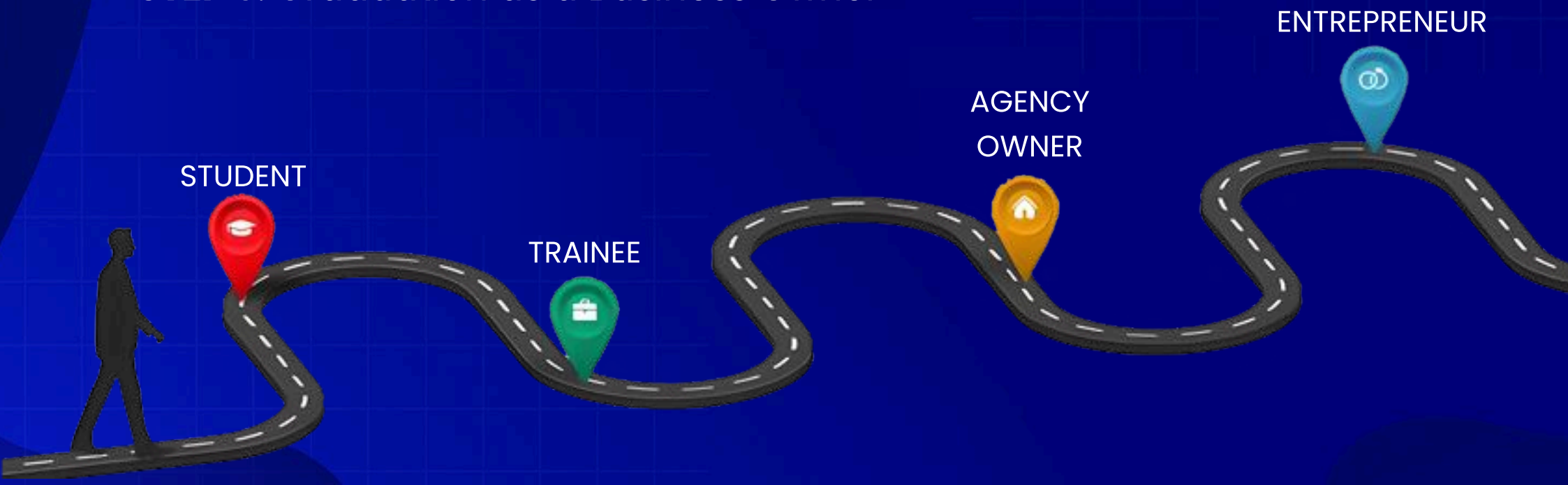
STEP 2: Core Training (3 months)

STEP 3: Live Client Projects (6 months)

STEP 4: Company Launch (Month 9)

STEP 5: Client Allocation & Revenue Sharing

STEP 6: Graduation as a Business Owner



Our Team



- ✦ Backed by 3G Institute of Research & Policy Studies, IIT Madras Research Park.
- ✦ Mentorship from Entrepreneur Business School (EBS).
- ✦ Industry experts with real-world branding and marketing experience.
- ✦ Alumni entrepreneurs as mentors and coaches.

Fees & Scholarships

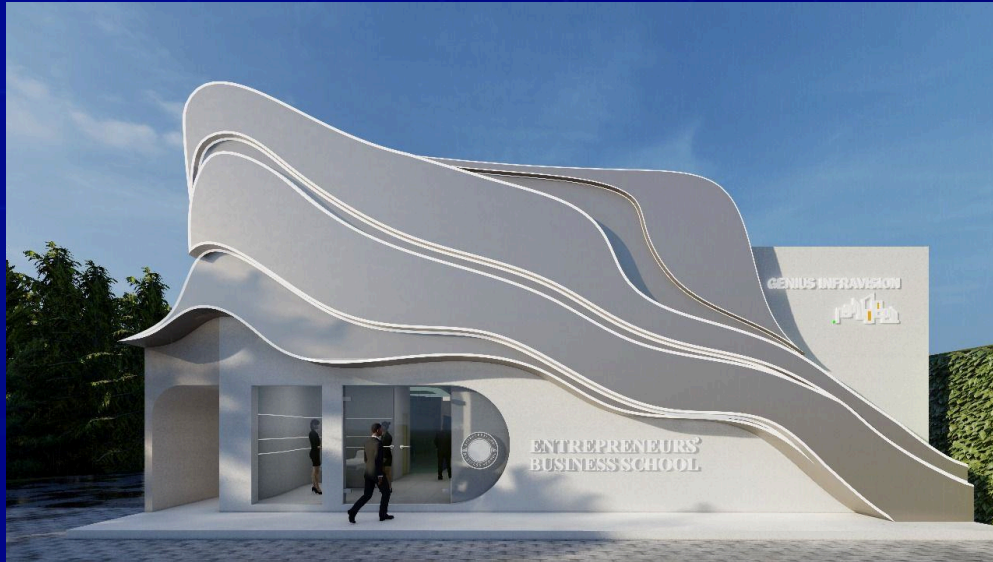
Program Duration: 18 Months (Residential Program)

Course Fee: ₹3,00,000

- ➔ Includes full training, incubation, company registration, and client acquisition.
- ➔ Scholarship options available for eligible students.
- ➔ Education loan assistance

(Hostel charges extra – separate accommodation facility available.)

A Glimpse Into Our World



Your Journey Starts Now!



BRAND VERSITY

 +91 9207956370  3gbrandversity@gmail.com

 Regional Hub: Manjeri, Kerala

Head Office: IIT Madras Research Park, Chennai

www.3gbv.com

