

# Revenue, AI & Entrepreneurship.

*We don't teach subjects. We train you to operate businesses that generate revenue.*

9 Months

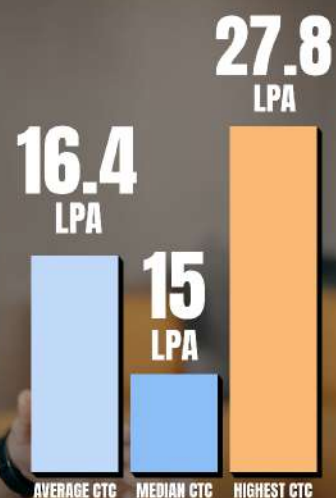
Full-time, Residential

Gurugram

₹8,50,000

★ As seen on Shark Tank India · Season 4

**OBSESSED  
WITH OUTCOMES**



Watch the CI Placement Report (2025-26)  
Scan to watch

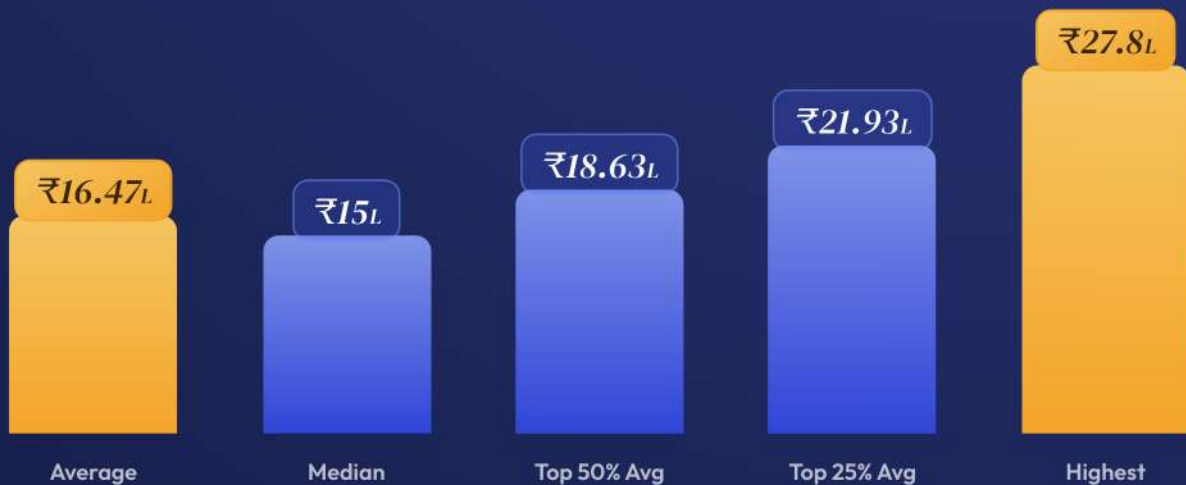


# Most brochures save the placements for the back.

## *We'll start there.*

Every number on this page comes from a real offer letter. This is Cohort 1 of the PGP – fresh graduates and young professionals, placed across tech, D2C, and consumer companies.

CTC DISTRIBUTION · ₹ LPA



**2.34<sub>x</sub>**

Average salary jump

**80 : 20**

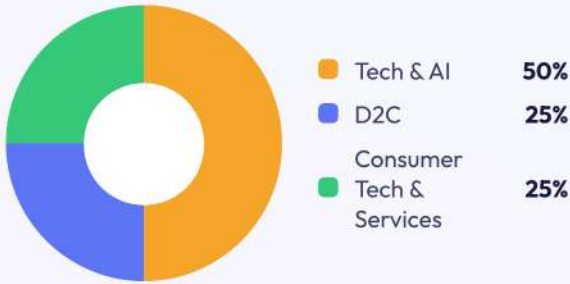
Fixed : Variable split

*No asterisks. No averages skewed by one offer abroad. Every student is accounted for – placed, still in process, or opted out.*

# Build a career in Revenue.

These are the roles that drive cash in a business - and the roles that, in time, run them.

## INDUSTRY SPLIT



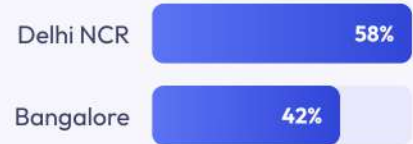
## ROLES



## COMPANY STAGE



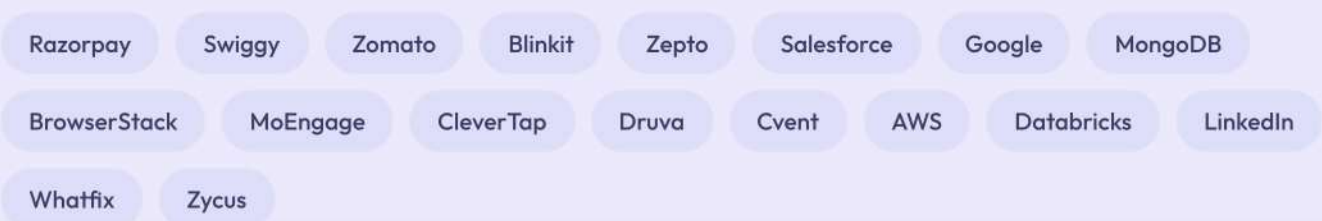
## LOCATION



## HIRED BY



## PLUS 50+ COMPANIES THAT RAN THE PROCESS



# Year one proved the model. *Year two raised the bar.*

YEAR 1 · 2024-25

## Online Launchpad

AVG CTC

₹14.76L

HIGHEST

₹30L



YEAR 2 · 2025-26

## PGP · Fully Offline

AVG CTC

₹16.47L

HIGHEST

₹27.8L



The first cohort ran online and proved revenue-focused education works. The second moved on-campus, full-time - and the averages climbed.

| THE HONEST QUESTION

**So how does someone 0–4  
years into their career  
*land a role like that?***

*Fair question. The rest of this brochure is the honest answer.*

# The revenue roles *you'll be hired into.*

Different engines, same goal - revenue. Here's what students get hired as, what each role actually does, and what it pays in Year 1.

## TECH & AI

### BDR (US)

₹12-30L

Open pipeline into US & global markets - the entry point to enterprise sales.

### Account Executive

₹18-30L

Own deals end to end, from first demo to signed contract.

### GTM / AI Enablement

₹12-25L

Architect go-to-market motions and AI-powered revenue workflows.

### Customer Success

₹10-15L

Drive retention, adoption and expansion across the book.

## CONSUMER (D2C + CONSUMER TECH)

### Marketplace Manager

₹10-25L

Own Amazon / Flipkart / quick-commerce listings, ads and the P&L.

### Content / Brand Lead

₹10-20L

Build the brand's content engine and narrative.

### Founder's Office

₹10-30L

Work beside founders across growth, ops and strategy.

### APM / Program Manager

₹10-30L

Own a product or program slice - roadmap, metrics, execution.

# Learn it. *Build it.* Prove it.

Every skill in this program moves through the same loop. It's why students leave able to do the job, not just describe it.

## 01 Learn

Practitioners deliver the working knowledge in focused sprints – the kind a revenue operator uses on Monday morning.



## 02 Build

You apply it the same week, on your own venture. The lesson isn't done when class ends; it's done when it's live.



## 03 Prove

Every Wednesday you pitch your work to a panel. Every Saturday you do it in front of an external panel of industry leaders. The pressure is the point.



*AI runs through all three. You don't take an "AI class" – every practitioner teaches the AI-powered way to do their craft.*

## PRACTITIONERS, NOT PROFESSORS

# Practitioners. *Not professors.*

People who drive the numbers at India's fastest-growing companies. They teach the way they work.

### TECH & AI



**Saurabh Sengupta**

**Art of Modern Selling**  
Former Sr VP, Zomato



**Ashish Cherian**

**GTM in SaaS**  
Director, Adobe

**Adobe**



**Vipul Maini**

**B2B Marketing**  
Director Marketing, Cvent

**cvent**



**Anupreet Singh**

**Decoding Numbers & Funnels**  
CRO, Gan.ai

▲ spaceship



**Srivardha Vanamamalai**

**The Art of Outbound**  
Global 2nd Best Cold Caller

**Loop**



**Adhish Rane**

**RevOps + GTM Enablement**  
GTM, Google

**Google**



**Rajeev Chari**

**Automating BDR Workflows**  
Former Director, Chargebee

**chargebee**



**Mansi Kumar**

**Enterprise Deal Closing**  
AVP, Gartner

**Gartner**

### CONSUMER



**Neha Gulati**

**Brand Management & Building**  
Former Head of Brand, Nestlé



**Siddharth Menon**

**GTM & Campaign Planning**  
Former CMO, Epigamia

**epigamia**



**Simar Sekhri**

**Content & Storytelling**  
CMO, HiveSchool

**hiveschool.**



**Prabhu Guliani**

**E-Commerce: Amazon + Flipkart**  
Former Head of Growth, Libas

**Libas**



**Ajay Singh**

**Quick Commerce**  
Head of Quick Commerce, Cipla

**Cipla**



**Prashanth Kamath**

**Digital Marketing**  
Director Marketing, Straive

**Straive**



**Aniket Singh**

**Retail / Offline Expansion**  
CBO, Snitch

**SNITCH**



**Havish M**

**AI & Data for Marketers**  
AI & Data Prof, IIM Kozhikode



### FOUNDER'S TRACK



**Nikhil Gaur**

**The Founder's Track**  
Founder, HiveSchool

**hiveschool.**



**Prabhu Guliani**

**Fundraising & VC**  
Former Head of Growth, Libas

**Libas**



**Siddharth Menon**

**Consumer / D2C GTM**  
Former CMO, Epigamia

**epigamia**



**Anupreet Singh**

**Tech, B2B & AI GTM**  
CRO, Gan.ai

▲ spaceship

## THE CURRICULUM

# Two industries. One Founder's Track.

## *Built backwards from the roles.*

We reverse-engineered the curriculum from the roles companies actually hire for. You go deep in one industry, and build a company alongside it.

### Tech & AI Track

SaaS, B2B, AI products.  
The revenue engine when businesses are the buyer.

### Consumer Track

D2C, Consumer Tech, FMCG / Retail. The revenue engine when consumers are the buyer.

### Founder's Track

Build a real company across the program, in the industry you want to work in.

# Master the *B2B revenue engine.*

## PHASE 1 · FOUNDATION

- 
- |           |  |                  |
|-----------|--|------------------|
| <b>01</b> | <b>Art of Modern Selling</b><br>Consultative selling, discovery, deal psychology.                        | Saurabh Sengupta |
| <b>02</b> | <b>Fundamental SaaS Understanding</b><br>ARR/MRR/NRR/churn, subscription models, competitive landscapes. | Prabhu Guliani   |
| <b>03</b> | <b>GTM in SaaS</b><br>PLG vs sales-led vs hybrid, positioning, launch.                                   | Ashish Cherian   |
| <b>04</b> | <b>B2B Marketing</b><br>Demand gen, thought leadership, MQL frameworks.                                  | Vipul Maini      |
| <b>05</b> | <b>Decoding Numbers &amp; Funnels</b><br>Revenue dashboards, funnel diagnostics, attribution.            | Anupreet Singh   |
- 

## PHASE 2 · SPECIALISATION

- 
- |           |  |                       |
|-----------|--|-----------------------|
| <b>06</b> | <b>Outbound Sprint</b><br>Cold call, email, LinkedIn by geography, persona & industry.             | Srivardha Vanamamalai |
| <b>07</b> | <b>AI Tools for Revenue</b><br>Claude, Apollo, Clay, Make - building AI-powered GTM systems.       | Havish M              |
| <b>08</b> | <b>RevOps + GTM Enablement using AI</b><br>CRM architecture, forecasting, AI-driven enablement.    | Adhish Rane           |
| <b>09</b> | <b>Automating Outbound BDR Workflows</b><br>AI sequences at scale.                                 | Rajeev Chari          |
| <b>10</b> | <b>Full-Cycle Closing of Enterprise Deals</b><br>Discovery to close, multi-threading, negotiation. | Mansi Kumar           |
-

# Build, brand & scale consumer businesses.

## PHASE 1 · FOUNDATION

- 
- |    |   |                |
|----|---|----------------|
| 01 | <b>Brand Management Fundamentals</b><br>Positioning, identity, competitive mapping.         | Neha Gulati    |
| 02 | <b>GTM in Consumer Brands + Campaign Planning</b><br>Launch strategy, channel mix, budgets. | Siddarth Menon |
| 03 | <b>Building New-Age Content</b><br>Content systems, formats, audience growth.               | Simar Sekhri   |
| 04 | <b>Building Data Dashboards</b><br>Advanced Excel, Power BI, SQL for marketers.             | Havish M       |
- 

## PHASE 2 · SPECIALISATION

- 
- |    |  |                  |
|----|--|------------------|
| 05 | <b>E-Commerce: Listings, Ads &amp; Marketplace Analytics</b><br>Amazon, Flipkart, Nykaa.     | Prabhu Guliani   |
| 06 | <b>Quick Commerce: Dark Store Playbooks</b><br>Blinkit, Zepto, Instamart.                    | Ajay Singh       |
| 07 | <b>Digital Marketing: Meta, Google &amp; YouTube Ads</b><br>Campaign architecture to CAC.    | Prashanth Kamath |
| 08 | <b>Shopify, DV360 &amp; Programmatic</b><br>D2C storefront + programmatic media.             | Prabhu Guliani   |
| 09 | <b>Search: SEO, AEO &amp; GEO</b><br>2026 search - traditional + AI + local.                 | Prashanth Kamath |
| 10 | <b>AI for a Consumer Brand</b><br>AI marketing workflows and automation.                     | Havish M         |
| 11 | <b>Offline Marketplace &amp; Retail Expansion</b><br>Modern & general trade, shelf strategy. | Aniket Singh     |
-

# Everyone here builds a company. *Even the ones taking a job.*

Running parallel to the whole program, every student builds a real venture - in the same industry they want to work in. Two reasons it exists:

## Proof of work for placements

You don't walk into interviews with case-study answers. You walk in with a company you actually built and real traction to show.

## A real path for builders

If you'd rather start than apply, this is the structured route from idea to revenue.

## A 360° view

And for everyone: a full view of how businesses actually work, from the inside.

### Month 1

#### Foundations

Problem validation, market sizing, fundraising fundamentals, pricing, brand moat, unit economics.

**Challenge: the Business Idea Pitch.**

### Month 2

#### MVP

Build a minimum viable product, prototyping tools, market testing, early PMF signals.

**Challenge: MVP Pitch Day.**

### Month 3

#### GTM

Competitive positioning, channel strategy, organic & inorganic GTM, building P&Ls.

**Challenge: the GTM Challenge.**

### Month 4

#### Revenue

Cashflow, profitability, runway, making the startup investment-ready (the Shark Tank application).

### Months 5–6

#### Decide

Join the Hive Incubation Cell and keep building, or take the placement route. Scaling, iteration, investor pitches.

# Four months, 100 credits, *a 90% bar to graduate.*

The PGP runs as Foundation (Months 1-2, common to all) then Specialisation (Months 3-4, choose one of three tracks) - with the Founder's Track and Placement Training running across all four months.



# Months 1–2.

## *The shared foundation.*

Common to all students – the business, sales, marketing, data, and content vocabulary every revenue operator needs before choosing a track.

<b>Art of Modern Selling</b> Saurabh 15 sessions	<b>Fundamental SaaS + GTM in SaaS</b> Prabhu 10 sessions
<b>Brand Management Fundamentals</b> Neha 14 sessions	<b>GTM in Consumer Brands + Campaigns</b> Siddarth 12 sessions
<b>Decoding Numbers &amp; Funnels</b> Simar 10 sessions	<b>Building New-Age Content</b> Simar 5 sessions
<b>B2B Marketing</b> Rajeev Chari 5 sessions	<b>Excel + Power BI + SQL</b> Havish 8 sessions

*~79 sessions across Months 1–2 · 18 credits, common to all three tracks.*

# Months 3–4.

## *Go deep in one track.*

Choose the industry you want to work in. Each track is reverse-engineered from the roles companies hire for.

### SaaS

BDR · AE · RevOps · Founder's Office · CSM

- Outbound Sprint — Cold Call + Email + LinkedIn
- AI Tools — Claude, Apollo, Clay, GPT
- Accent Training + MTI
- RevOps + GTM Enablement using AI
- Automating Outbound BDR Workflows
- AE Bootcamp — Enterprise Closing
- CSM Bootcamp

### D2C

Founder's Office · Brand & Content · Marketplace · Retail

- E-Commerce — Metrics, Listing, Ads
- Quick-Commerce — Blinkit, Zepto
- Meta + Google + YouTube + Shopify
- SEO, AEO, GEO
- AI for a Consumer Brand
- DV360 + Programmatic
- Offline Marketplace / Retail Expansion

### Consumer Tech & Services

Category Mgr · Program Mgr · Brand Partnerships · COS

- Advanced Excel + Power BI + SQL
- Product Management + Design Thinking
- Supply Chain + Ops
- Brand Partnerships & Sponsorships
- Ops Tools

# Half your credits *come from real work.*

50 of 100 credits are applied output - because you're measured on what you ship, not what you memorise.

## **25 credits** Module Assignments

### **Foundation**

Selling, brand, GTM, numbers, content

### **Specialisation**

Applied work for your chosen track

### **Founder's Track**

Validation memo, MVP, GTM, P&L, pitch deck

### **Placement**

Cases, guesstimates, finance sets, mocks

### **AI / Tools**

Claude, Apollo, Clay, GA4, BI build-outs

## **25 credits** Sprint Challenges

### **Founder Challenges** *8 credits*

Capstone-quality outputs - brand positioning, e-comm ops, performance, AI agents.

### **Anchor Challenges** *8 credits*

Build-quality systems - Insta builds, CRM, listing audits, RevOps dashboards.

### **Outpost Challenges** *9 credits*

Live execution - content sprints, SEO audits, GTM launches, BDR campaigns.

# And if you'd rather build than apply, *there's capital for that.*

What you build in the Founder's Track doesn't have to end at graduation. The Hive Incubation Cell is on campus, and it's real.

**₹1 Cr+**

**IN-HOUSE CORPUS**

Backed by VCs, angels,  
and syndicates.

**up to ₹10 L**

**EQUITY-FREE GRANTS**

No dilution to get started.

**24 / 7**


**CAMPUS AS OFFICE**

The whole ecosystem at  
your desk.

**Advisory**

**THE HIVE BOARD**

Operators and investors  
guiding the build.



who've actually  
**Built and Scaled**  
before

Inside the Hive Incubation Cell • [Scan to watch](#)



# Wednesday is a deadline. *Saturday is a panel.*

Every Wednesday, a real brief, real teams, and a pitch to mentors by 8 PM. Every Saturday, an Industry Challenge judged live by an external panel of founders and leaders. You're measured on the work - not an exam.

Brief, 10 AM



Teams by 11



Build till 5



Pitch, 5-8 PM

**ONE DAY CHALLENGE**  
One Day Challenge · [▶ Scan to watch](#)

**MVP CHALLENGE**  
MVP Challenge · [▶ Scan to watch](#)

**SAAS & AI CHALLENGE**  
SaaS & AI Challenge · [▶ Scan to watch](#)

# You decode real businesses *by walking into them.*

Not case studies about Tata and Reliance. The actual factory floor, the actual office, the actual founder - so you understand how revenue really gets made before you're asked to make it.



## Dohful

How a cookie brand cracks retail.



## Big Boy Toyz

Inside a ₹500 Cr luxury-car business.



## PeeSafe

From factory to shelf - the full supply chain.



## Fixmycurls

Building a haircare brand from scratch.



## Culture Circle

Community-led growth in fashion.

# The people building the companies you want to join, *in the room with you.*

Founders, CXOs and operators don't email a guest lecture. They come to campus, sit with the cohort, and answer the questions your career actually needs answered.

QR code

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hiveschool | BEHIND THE CHAOS

### What It Takes to Hit ₹225 CR in Monthly GMV

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hiveschool | BEHIND THE CHAOS

### Lessons from \$100K+ Financial Deals

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hiveschool | BEHIND THE CHAOS

### The Future of B2B Sales in Healthcare

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EPISODE-3

hiveschool | BEHIND THE CHAOS

## INDIA'S REVENUE ARCHITECTS

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# Don't take *our word for it.*



**Abhinav Srivastava**  
Business Development, Culture Circle



**Ansh**  
Manager, GTM (US), Payoneer



**Deepak**  
HiveSchool PGP · Cohort 1



**Deepti**  
HiveSchool PGP · Cohort 1



**Rohit Lakhanpal**  
HiveSchool PGP · Cohort 1



**Aman Rudola**  
HiveSchool PGP · Cohort 1



**Yash**  
HiveSchool PGP · Cohort 1



**Gurmehak**  
HiveSchool PGP · Cohort 1



**Vinay Bhardwaj**  
HiveSchool PGP · Cohort 1

# India's only *revenue-focused business school.*

The PGP is HiveSchool's flagship - backed by the campus, the faculty, and the standard that produced the outcomes you opened this brochure with.

★ As seen on Shark Tank India · Season 4



In the heart of Gurugram, Huda City Centre

100+ startups in the building

200+ founders, CXOs & investors in reach

24-hour campus access

*India's First*  
B-School  
to get *Featured*

HiveSchool on Shark Tank India · ▶ Scan to watch



# What it takes to get in.

₹8,00,000 + GST

**01 Application**  
A short written application - your background, your goals, and why a revenue career.

**02 Discovery Call**  
A 1:1 with the Head of Admissions to understand your story, intent, and fit.

**03 Business Case Discussion**  
A live problem-solving case with the admissions panel and Founder Nikhil - how you think, structure, and decide.

**04 Culture-Fit Conversation**  
Mindset, collaboration style, and long-term alignment with the HiveSchool standard.

**05 Offer & Enrolment**  
Selected candidates receive an offer. Cohorts are small and seats are limited.

*Fresh graduates and young professionals, 0-4 years of experience. Any background, any stream.*

**hiveschool.**

# **The outcome was the proof. *The method was the reason.***

If you see yourself leading a business function - not just managing one - this is where you start.

[Explore HiveSchool](#)

*We don't teach subjects. We train you to operate businesses that generate revenue.*

