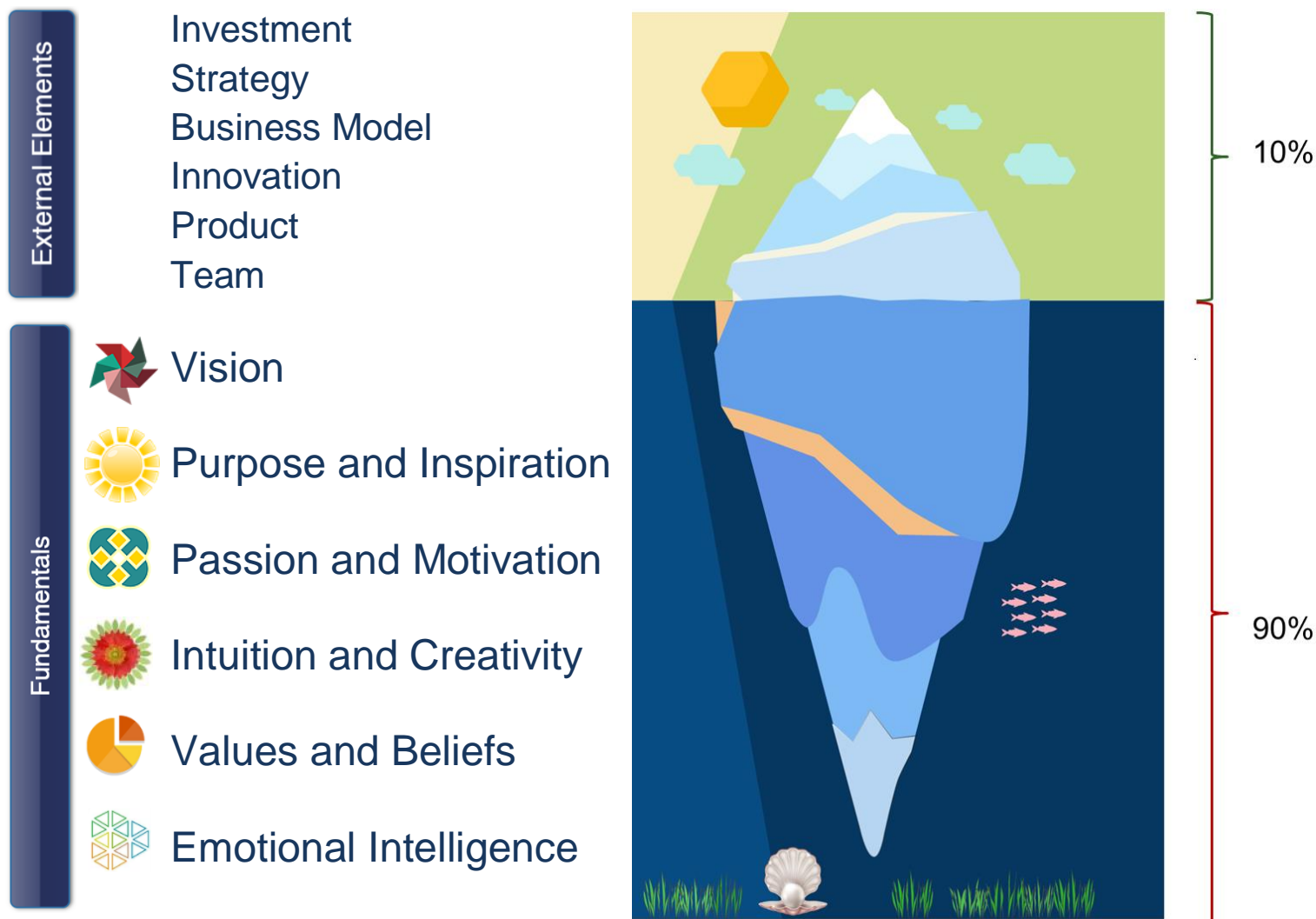


The Passionise Iceberg Model



Passionise is based on a model of Entrepreneurial Education called the Iceberg Model. While traditional education focuses more on the External Elements such as Product, Innovation, Team, Business Model, etc. we believe that the internal elements within the sub-consciousness of an entrepreneur are the ones that really fuel the externalities. These six elements called the Fundamentals are hidden below the iceberg and all our programmes are designed to develop these talents.