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ENTREPRENEUR
OF THE YEAR 2025

Ashutosh PRATIHAST

**THE SELF-MADE
ENTREPRENEUR WHO BUILT
A ₹100 CR EDTECH EMPIRE**

*Transforming how India learns
and earns through accessible,
skill-driven digital education*

Ashutosh
Pratihast
Founder & CEO
iDigitalPreneur

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*Transforming how India learns
and earns through accessible, skill-driven
digital education*

Shweta Singh | The CEO Magazine

In today's hyperconnected world, independence has taken on a whole new meaning. The new generation is no longer seeking conventional careers or titles; they are seeking control over their own future. Technology has made that possible. It has turned skills into opportunity and given everyone the chance to build something of their own.

Learning, too, has transformed. It's no longer confined to classrooms or degrees; it's something people now create for themselves. This shift has blurred the lines between education, work, and entrepreneurship, leading to a new kind of independence driven by digital skills and self-reliance.

It was in the middle of this transformation that Ashutosh Pratihast found his purpose. A first-generation entrepreneur with a simple vision to make digital education accessible, he built one of India's fastest-growing bootstrapped edtech ventures. As the Founder and CEO of iDigitalPreneur, Ashutosh has created a platform that empowers more than five lakh learners worldwide to learn, earn, and grow through real-world digital skills. For him, success was never about degrees or designations; it was about giving people the confidence and tools to shape their own journey.

Ashutosh
PRATIHAST
Founder & CEO - iDigitalPreneur



THE MIND BEHIND THE MISSION

Every entrepreneurial journey begins with an idea that becomes too strong to ignore. For Ashutosh, that moment came when he realised how traditional education often left people unprepared for the real world. Degrees were plenty, but direction was missing.

Coming from humble beginnings, he understood early that the right skills could change lives. His journey began with a deep passion for digital media and education and a belief that learning should lead to empowerment, not just information. With that conviction, he founded iDigitalPreneur in 2020, a bold, bootstrapped venture aimed at making high-quality digital education accessible to anyone, anywhere. What started with a single laptop and a strong sense of purpose soon evolved into a thriving community of learners and entrepreneurs.

Instead of chasing external funding, Ashutosh focused on creating genuine value and trust. Step by step, that approach turned iDigitalPreneur into one of India’s leading edtech ventures. Today, the platform stands as a bridge between ambition and opportunity, helping people build sustainable income streams through digital skills. Beyond iDigitalPreneur, Ashutosh wears many hats. He is the Co-Founder of NamAstro, a fast-growing astrology and wellness app, and an angel investor supporting early-stage founders who share his passion for innovation. Away from the boardroom, he is also a musician with over 45K subscribers on his channel, channelling creativity and discipline through music.

IDIGITALPRENEUR: THE FUTURE OF SKILL-BASED LEARNING

What began as an idea to make digital education more accessible has evolved into a powerful ecosystem for learning and growth. iDigitalPreneur today operates at the intersection of digital skill development and entrepreneurship, helping people turn knowledge into income and ideas into impact.

At its core, the company’s mission is simple: to equip individuals with the skills, tools, and mindset needed to achieve financial independence through practical, industry-relevant learning. In just a few years, iDigitalPreneur has grown into a ₹100 Cr+ bootstrapped company with a presence in Delhi and Dubai.

With a team of over 100 professionals, iDigitalPreneur delivers programs in key areas such as:

- Digital marketing and performance skills
- AI and content creation
- Personal branding and freelancing
- Entrepreneurship and mindset building

Each program is designed to help students, professionals, and entrepreneurs unlock new income opportunities and build sustainable digital careers. More than an edtech brand, iDigitalPreneur represents a growing movement of independent digital entrepreneurs who are not just learning new skills but also redefining what financial freedom looks like in today’s world.

With a global community of more than five lakh learners, creators, and entrepreneurs, iDigitalPreneur focuses on real-world skill development and digital entrepreneurship. The platform helps individuals build income streams and achieve financial independence, creating a ripple effect of empowerment across borders.

A CULTURE OF EMPOWERMENT

What makes iDigitalPreneur stand out in the crowded edtech space is its community-first approach and focus on real outcomes. The company was built on the belief that education should lead to empowerment. While many platforms focus only on learning, iDigitalPreneur focuses on learning and earning, helping individuals translate their skills into sustainable income opportunities. As Ashutosh explains,

“WE DIDN’T WANT TO BUILD ANOTHER LEARNING PLATFORM. WE WANTED TO CREATE A SYSTEM WHERE PEOPLE COULD ACTUALLY CHANGE THEIR LIVES USING DIGITAL SKILLS.”



Remaining 100% bootstrapped and profitable, the company has grown steadily while staying deeply connected to its purpose. Its strength lies in its strong creator community, global presence, and tech-driven delivery model, which together keep it agile and ahead of the curve. The brand itself has been built to be relatable and aspirational, not just informational.

NAVIGATING CHALLENGES

Like every growing company, iDigitalPreneur has faced its share of challenges. Starting with no external funding meant that every decision had to be made carefully, with a focus on building trust and delivering real value.

During the pandemic, sustaining growth became even tougher, yet the team and community kept the vision alive.

Instead of cutting back, iDigitalPreneur chose to innovate aggressively, launching affordable programs, improving user experience, and expanding globally.

By building a lean, tech-first model and focusing on value creation, the company scaled sustainably without overdependence on external capital. Their focus has always been on creating value that people can trust, which keeps them stable even during volatile markets.

“RESILIENCE BEATS RESOURCES, AND OUR COMMUNITY HAS ALWAYS BEEN OUR BIGGEST STRENGTH. ANOTHER KEY LESSON DURING THAT PHASE WAS THAT INNOVATION OFTEN COMES WHEN YOUR BACK IS AGAINST THE WALL,” - ASHUTOSH

REDEFINING SUCCESS

For Ashutosh, success has never been about fame or figures; it’s about creating something that outlives you. “To me, success means building something that inspires others to grow,” he shares. He believes in blending purpose with profit and creating impact that motivates the next generation to dream bigger. Professionally, he defines success not just in numbers but in the lives transformed through iDigitalPreneur.

SOME OF HIS PROUD MILESTONES INCLUDE

- Bootstrapping iDigitalPreneur from scratch in 2020 to a ₹100 Cr+ company.
- Building a global learning community that spans multiple countries.
- Representing India at the Oath Ceremony of Narendra Modi, the BRICS Youth Council, and the G20 Summit.
- Becoming a 2X TEDx and Josh Talks speaker.
- In 2023, he and his team organised ASTITVA, India's biggest youth festival powered by iDigitalPreneur, a celebration of innovation, youth leadership, and digital empowerment.

Alongside these milestones, Ashutosh's digital presence has become a powerful source of learning and inspiration. With over 1.6 million subscribers on YouTube and 445K+ followers on Instagram, he continues to mentor and motivate millions through practical, relatable sessions on growth, mindset, and digital success.

Yet, for Ashutosh, the most meaningful achievement remains seeing thousands of individuals achieve financial independence through digital skills. That, he believes, is the real measure of success.

TECHNOLOGY WITH PURPOSE

For iDigitalPreneur, technology is the very foundation that drives both growth and accessibility. The company uses AI-driven personalisation, automated learning journeys, and smart analytics to enhance the learner experience at every stage. These innovations ensure that every student gets real-time learning support, progress tracking, and industry-relevant skill training tailored to their goals. This has also helped the company optimise operations, scale faster, and reach learners globally without compromising on quality.



But what truly sets the company apart is how it uses technology with purpose. *“Our biggest contribution is digital inclusion,”* shares Ashutosh. iDigitalPreneur has made quality digital education accessible to learners from Tier 2 and Tier 3 cities and to those who cannot afford relocation or traditional college education. By enabling people to learn and earn from home, the platform is helping reduce economic disparity and support local economies.

And because it operates entirely online, iDigitalPreneur's model naturally promotes sustainability, delivering high-impact education with minimal environmental footprint compared to traditional institutions.

THE NEXT CHAPTER

Looking ahead, Ashutosh envisions iDigitalPreneur evolving into the world's largest digital empowerment ecosystem, impacting millions of learners globally.



The roadmap for the next five years is simple yet ambitious: deepen global presence, leverage AI and emerging technologies, build strong partnerships, and continue keeping community and impact at the heart of every initiative.

Beyond iDigitalPreneur, Ashutosh's vision is to build a borderless global ecosystem of digital empowerment, inspiring a new generation to dream bigger, act bolder, and grow without limits.

THE MENTOR'S MINDSET

For Ashutosh, leadership is as much about building people as it is about building companies. He believes mentorship acts as a catalyst for clarity and growth, something that shaped his own journey as an entrepreneur. Ashutosh credits much of his early growth to mentors who helped him see possibilities beyond his own vision. Today, he pays that forward by mentoring thousands of aspiring entrepreneurs through iDigitalPreneur and its community-driven initiatives. As he often says, *“No great leader grows alone.”*

When it comes to personal qualities, Ashutosh believes four traits define successful entrepreneurs today:

Resilience: Markets shift and challenges come — but persistence wins.

Adaptability: The digital world moves fast; you need to move faster.

Empathy: Understanding people — your team, your customers, your community — is everything.

Vision: You can't build big if you can't dream big.

BALANCE BEGINS WITHIN

For Ashutosh, work-life balance isn't about separation; it's about alignment. He genuinely loves what he does, which makes the journey energising rather than exhausting. Music remains his biggest escape, keeping him grounded and creative, while family and travel provide him the perspective and peace needed to return to work with sharper focus and fresh energy.

His advice to aspiring entrepreneurs is simple yet powerful: *“Start with what you have. Don't wait for the perfect moment. Build something real, stay consistent, and let your work speak louder than your pitch.”* ■