



**GROWTH.
RESULTS.
OPPORTUNITIES.
TRANSFORMATION.**

The Social Eagle Universe.



Together We Rise.

This is Social Eagle

Together We Rise.

Tamil Nadu's leading education-led ecosystem for entrepreneurs and growth seekers.
A Community where nobody has to figure it all out on their own.

THE ECOSYSTEM:

Learning shouldn't stop at knowledge. Social Eagle is built for what comes after.

The application, the accountability, the community that keeps you going when motivation runs out.

We are a congregation of structured learning, long-term community, live experiences, and hands-on practice. Growth simply doesn't stop when a cohort or a program ends.



40,000+
Action-takers Initiated



8,00,000+
People Impacted



100 Million+
Content Views



3000+
Entrepreneurs Created



500+
Stage Talks



12 Years
in the making



1 Grand Mission



தெய்வத்தான் ஆகா தெனினும் முயற்சிதன்
மெய்வருத்தக் கலி தரும்.

குறள்:619

The line Social Eagle was built on.

LEADERSHIP TEAM



Dharaneetharan G D
Founder & CEO, Social Eagle



Vishnu Hari
Co-founder, Social Eagle



Shatheeshram Ganapathy,
Director of Sales, Social Eagle



Sathish S
Director of Operations,
Social Eagle



Manoj Kumar
Director, SocialEagle.AI



Thirumurugan
Director, SocialEagle.AI



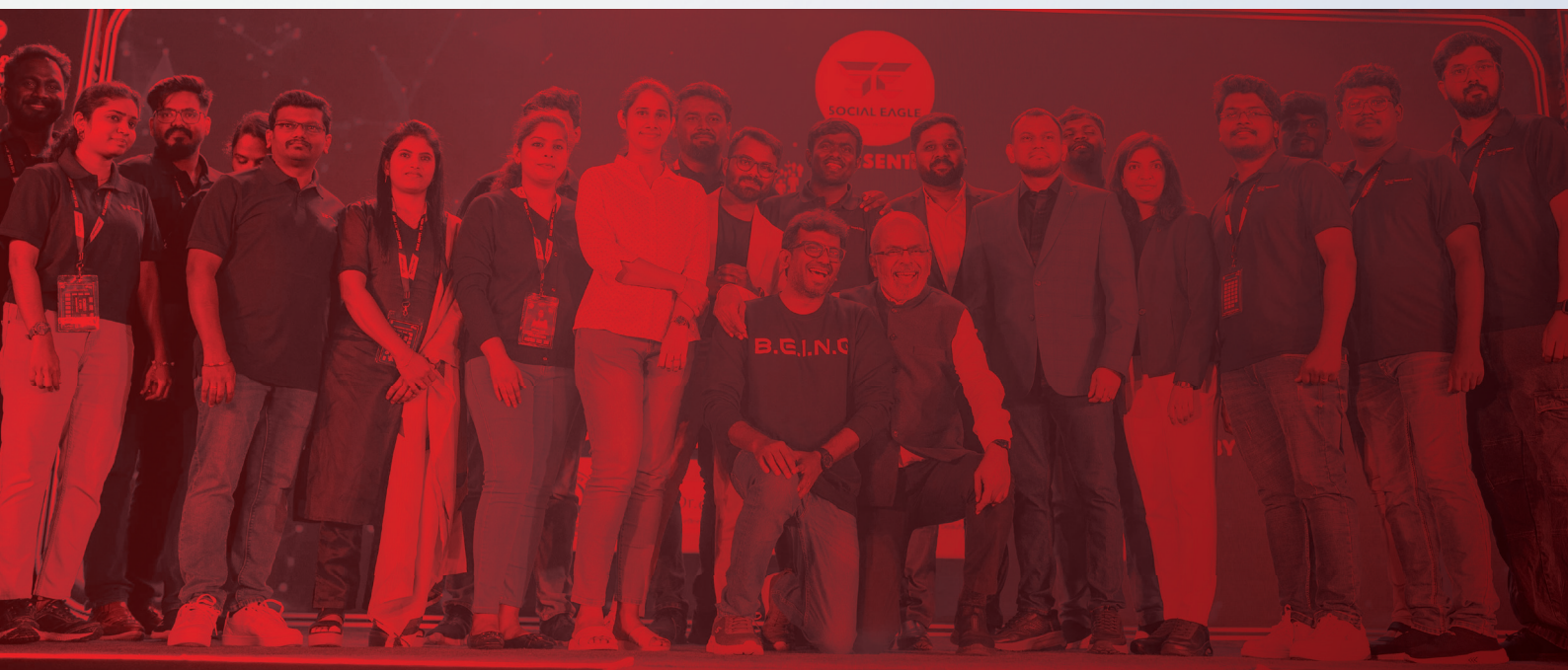
Mohamed Sakeel
Director, SocialEagle.AI



Antony Willbert
Chief Conversion Strategist,
Social Eagle



Archana
Head of New Initiatives,
Social Eagle



TIMELINE

2015

Social Eagle is born



2017

Best Emerging Social Media Company
in India (GMASA)



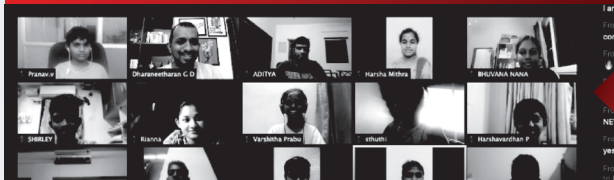
2018

International Expansion & Global Brands -
Häagen-Dazs, Nestlé, Asus, Singapore
Management University



2020

The 21DC is born



2021

Asia Book of Records for Longest Virtual Business Conversation
DigitAll Award
Franklin Covey's Appreciation for the Leader in Me Community



2022

ICT Academy Power Contributor Award



2023

Silicon India Startup Award - Silicon India
The Digital Transformation Era begins



2024

Inception of Tamil Nadu Digital Summit



2025

Patrician Legacy Award - 2025
National Life Empowerment Award by SYPA
Engineer as Life Skill Icon - Blacksheep



2026

Startup Stars 2026 - Vikatan
Entrepreneur Game Changer Award - Pioneer of Change
Startup Singam HNI Investor



“



“ AI and digital tools are God-given gifts. They've levelled the playing field. Growth begins the moment you realise that.”

- **Dharaneetharan G.D.**

ONE ECOSYSTEM. FOUR WAYS IN.

LEARN

Cohort-based programs that turn learning into capability. Structured, Tamil-first, application-first.

COMMUNITY

Daily practice and long-term belonging. Coupled with daily commitment.

EXPERIENCES

Live events that shift perspective: TN Digital Summit, Reclaim Your Life, EOS, 21DC Enhance .

MASTERMINDS

Agency Boardroom for Agency Owners, EOS for Business Owners and EnergyX for Seasoned Entrepreneurs.

-  **Begin:** New to digital business. Build your first real skill. → 21 Day Challenge, Digital Entrepreneurship, AI for Kids, Future Founders Lab
-  **Build:** You've started. Now you need systems. → Agency Boardroom, SOS, GenAI Architect
-  **Operate:** You're running a business. You need an operating system. → EOS

THE FOUR BELIEFS

- Capability comes from doing the work - not from watching it being done.
- Practice is what turns information into skill.
- Systems hold standards when motivation dips.
- Long-term thinking compounds. Everything else is just secondary.





The 21 Day Challenge Community

40,000+ people transformed. One daily commitment.



21 days to build a habit. A lifetime to compound it.

The habit-forming backbone of everything Social Eagle builds. Focused, Disciplined Consistent Effort Done on a Daily Basis. It runs every day for 21 Days.



40,000+
Community Members



Since 2020



Runs Daily for
21 Days



LIVE

WHAT THE 21DC BUILDS

- **Discipline** - The habit of showing up every day. Especially when it's inconvenient.
- **Accountability** - Your consistency becomes rock solid.
- **Identity** - You stop being someone who wants to build something. You become someone who does.

How it works: Content & Challenges in Your Community Feed; Daily Live Sync-ups to Course-correct.

The Annual Membership opens full ecosystem access, monthly transformation sessions and priority event access. **21DC Enhance** is a 3-day immersive + 90-day accountability arc. **EnergyX** is the apply-only premium tier.

WHO IT'S FOR

For people tired of starting over: you have the intention but keep losing momentum; you know what to do but don't do it consistently; you want to be around people as serious as you are.

Not for you if you want to observe without participating, or are looking for passive content to consume.

40,000 people already inside. Showing up. Building. Holding each other accountable.

SCAN HERE TO JOIN





ENTREPRENEUR OPERATING SYSTEM



Entrepreneur Operating System

Founder Independent Operating System



A complete operating system for founders who are done being the bottleneck. A pure implementation and scaling powerhouse.

WHAT IS EOS

EOS takes your business from founder-dependent to founder-optional. Over 12 months you stop running every decision and start building the systems, people, and playbook that run the business for you.



12 Months



8 Pillars



Selected Founders



Unlimited Scaling

THE 8 PILLARS

- **Real CEO Protocol** - operate like a CEO, not a founder.
- **Marketing** - a marketing engine that doesn't stop when you do.
- **Strategy** - a plan that tells you what to say no to.
- **HR & Culture** - hire people who don't need you to tell them what to do.
- **Public Relations** - a name the market remembers.
- **Operations** - turn the work in your head into systems your team can run.
- **Sales** - a sales process that doesn't depend on you closing.
- **Tech & AI** - the tools that let a small team run a serious business.

You leave with five things : Clarity, Cadence, Capacity, Capital, Community.

WHO IT'S FOR

For founders who know hustle has a ceiling.

You're a fit if: you're building something you want running in 10 years; you're willing to work **ON** the business, not just **IN** it; you want operators around you, not cheerleaders.

Not for you if: you're looking for a quick hack or a "six-figure month" playbook; you want to be told what to do instead of taught how to decide.

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Digital Entrepreneurship Program

Tamil Nadu's only AI-powered digital marketing training which focuses on building Digital Entrepreneurs.

Functional. 100% hands-on. Agency-based.

Not a course that teaches theory - a program built inside a live agency. You learn by doing, get mentored by expert practitioners, and leave with the skills to build a real income in the digital world.



3,000+
Entrepreneurs Created



23 Modules



90+ Hours



1900+
Documented Wins

STRUCTURE

80% Mindset. 20% Skillset. 100% Application.

A Blended Learning Model - recorded modules for knowledge;

Live Zoom + Offline classes at the Agency for doubt-clearing and real-world immersion.

The Journey - 23 modules, one clear path:

- Mindset → Marketing Fundamentals → Customer Avatar → Design & Creatives → Video Editing → Copywriting
- Meta Ads (L1 & L2) → Automation → Sales → Funnels (L1 & L2)
- Google My Business → Google Ads → Email Marketing → Instagram → LinkedIn → SEO
- AI for Marketing & Vibe Marketing → Setting Up Your Venture → Client Retention

WHO IT'S FOR

For people ready to take action and build a future using digital skills.

Whether you want to become an AI powered digital entrepreneur, start freelancing, grow your business online, create a side income, or build a full-time career with freedom of time, place, and money - Social Eagle helps you learn directly from real practitioners running an active agency and scaling real businesses every day.

Not for you if: you want passive content to consume, a certificate without the capability, or won't show up consistently for one month.

SCAN HERE TO JOIN





Agency Boardroom

Elite Mastermind

Audit. Align. Advance.



You built the agency. It's time to start scaling it.

A private, application-only mastermind for agency owners ready to stop being the operator and start leading like the CEO.

Scale 2-3× in 6 months - with Confidence, Systems, and a Community that holds the expertise. The shift from ₹1L Operator to ₹1Cr CEO.



2-3X

Revenue Growth Target



6 Months



₹1Cr+

Roadmap Clarity

STRUCTURE

Built across five pillars:

Credibility | Marketing | Business Intelligence | Sales | Delivery

What's inside - 12 deliverables engineered to move you from operator to CEO:

- 1× 3-Day Residential Masterminds
- 6× VIP Days + lunch with Vishnu
- 2 private strategy calls/month
- Weekly Coaching calls.
- Done-For-You: campaign launch, client acquisition funnel, VSL + appointment system
- Custom sales script
- Offer hotseat with Vishnu
- Sales-script hotseat
- Sales Feedback AI
- Accountability partners
- 7-figure agency playbooks, templates & SOPs

WHO IT'S FOR

For established agency owners with revenue, clients and the drive to scale - frustrated that growth has plateaued despite the effort, beginners starting their first agency.

NOT for: people afraid of hard feedback; uncommitted side-hustlers; shortcut-seekers.

How to join: Book a call → Interview with Vishnu → Selected or not.

SCAN HERE TO JOIN



GenAI
ARCHITECT

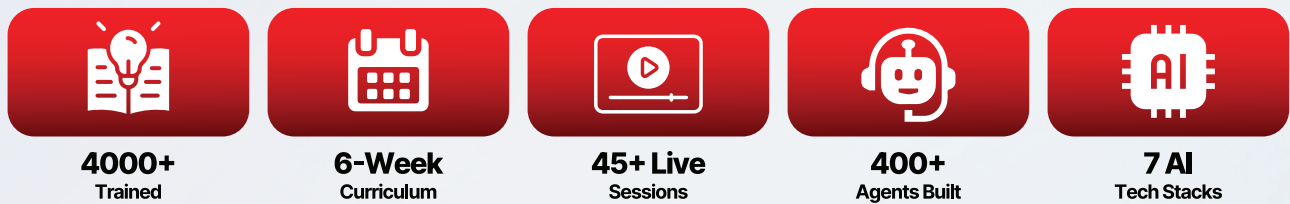


GenAI Architect Program

Your Roadmap to the AI Era

Build. Automate. Scale

From the team that has trained **26,000+** people across **20+** countries. A course where AI isn't just taught - it's used daily. Built to give working professionals and business owners unfair leverage in the AI era.



STRUCTURE

The 6-week curriculum:

- Week 1 - AI Foundation & Python Setup
- Week 2 - GenAI + Prompt Engineering
- Week 3 - RAG and Advanced RAG & Projects
- Week 4 - n8n AI Automation
- Week 5 - Agentic AI & Voice Agents
- Week 6 - Fine Tuning, OpenClaw & Graduation

What you get:

- 9+ modules.
- Weekly live online + 2x offline sessions.
- 4 AI events, hackathon + buildathon.
- 50+ project source codes.
- 2,000+ n8n templates.
- Lifetime community access.
- Certification for every module.
- 30+ tools across the AI stack - Python, ChatGPT, Claude, LangChain, n8n and more.

WHO IT'S FOR

For working professionals, business owners, freelancers and tech entrepreneurs who want to BUILD with AI - not just use it. Leverage the early-adopter advantage.

Mentors: Manoj - AI Innovation Architect (9 years);
Thirumurugan - GenAI & ML Engineering Pioneer.

SCAN HERE TO JOIN



SOS



Sales Operating System



Close Consistently. Make Predictable Revenue.

Sell with a System. Let Your Business Make Money with Confidence.

Close more. Chase less. Scale with a system that runs even when you're not in the room.

A structured program for business owners done chasing leads and ready to build a predictable revenue engine - the shift from chasing deals to closing consistently.



3000+
Deals Closed



Avg 200%
Revenue Improvement



2 Months



12 Modules

STRUCTURE

Built across four pillars: Install | Execute | Correct | Repeat

Two months - one intensive, one implementation.

Deliverables that install a complete sales system:

- | | |
|--|--|
| <ul style="list-style-type: none">• 12 modules• 4 online doubt clearing sessions• 4 live check-ins• Daily 6:30 AM sync-up calls• Direct mentoring• All-in-One CRM | <ul style="list-style-type: none">• PROSPER chatbot• Customised sales script• 1 Cr Closing Framework• Eagle Accountability System• Lifetime community access |
|--|--|

WHO IT'S FOR

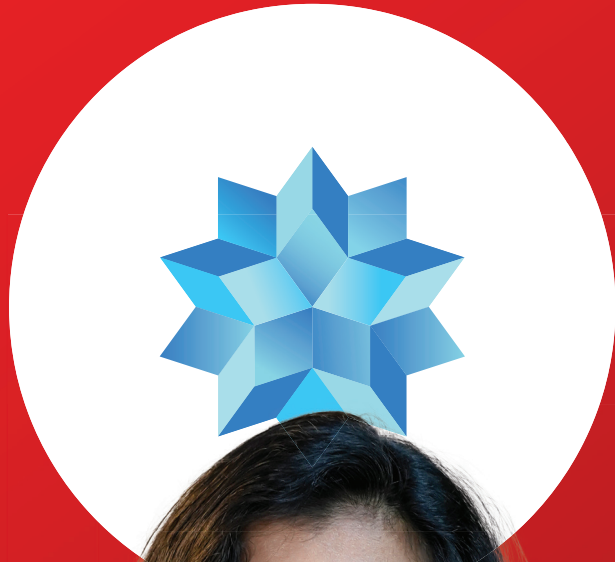
For anyone who sells - service, product or consultancy - those with inconsistent revenue, unpredictable pipelines, and depending on luck to close.

NOT for: people unwilling to put in consistent daily effort; those not ready to scale; shortcut-seekers; businesses not in it for the long run.

How to join: Book a call → Assessment with Antony → Selected or not.

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Future Founders Lab

The only program that turns your child into a real founder in 4 Weeks

Live, mentor-led. A real business built, a real pitch delivered. Skills no school teaches.



4 Weeks



Ages 9-16



Live Sessions



**Taught by
Real Entrepreneurs**

STRUCTURE

- Week 1 - Foundations: problems, ideas and opportunities.
- Week 2 - Customer & Market: finding and serving real customers.
- Week 3 - Build & Brand: creating a real business identity.
- Week 4 - Launch & Pitch: refining and presenting at Pitchfest.

Walks away with: a written business plan, a complete brand identity, and a live pitch delivered at Pitchfest.

Mentor: Archana Devi D.

WHO IT'S FOR

Children who want to go beyond academics - curious, eager to build something real.



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AI For Kids

Build a website, code a game & master AI in just 21 days.

A practical, hands-on, live program - your child learns to think, create and build with AI, from prompting to Python to launching a real website.



21 Days



10+ AI Tools



5+ Projects



1 Hour a Day

STRUCTURE

- Week 1 - AI Explorer.
- Week 2 - AI Learner.
- Week 3 - AI Builder.

Toolkit: ChatGPT, Claude, Gemini, NotebookLM, Python, HTML/CSS, plus the RTCFR & SCALE frameworks.

Outcomes: Prompt Engineering, Image & Video AI, Python Basics, Web Development - and a Live Website deployed by Day 21.

WHO IT'S FOR

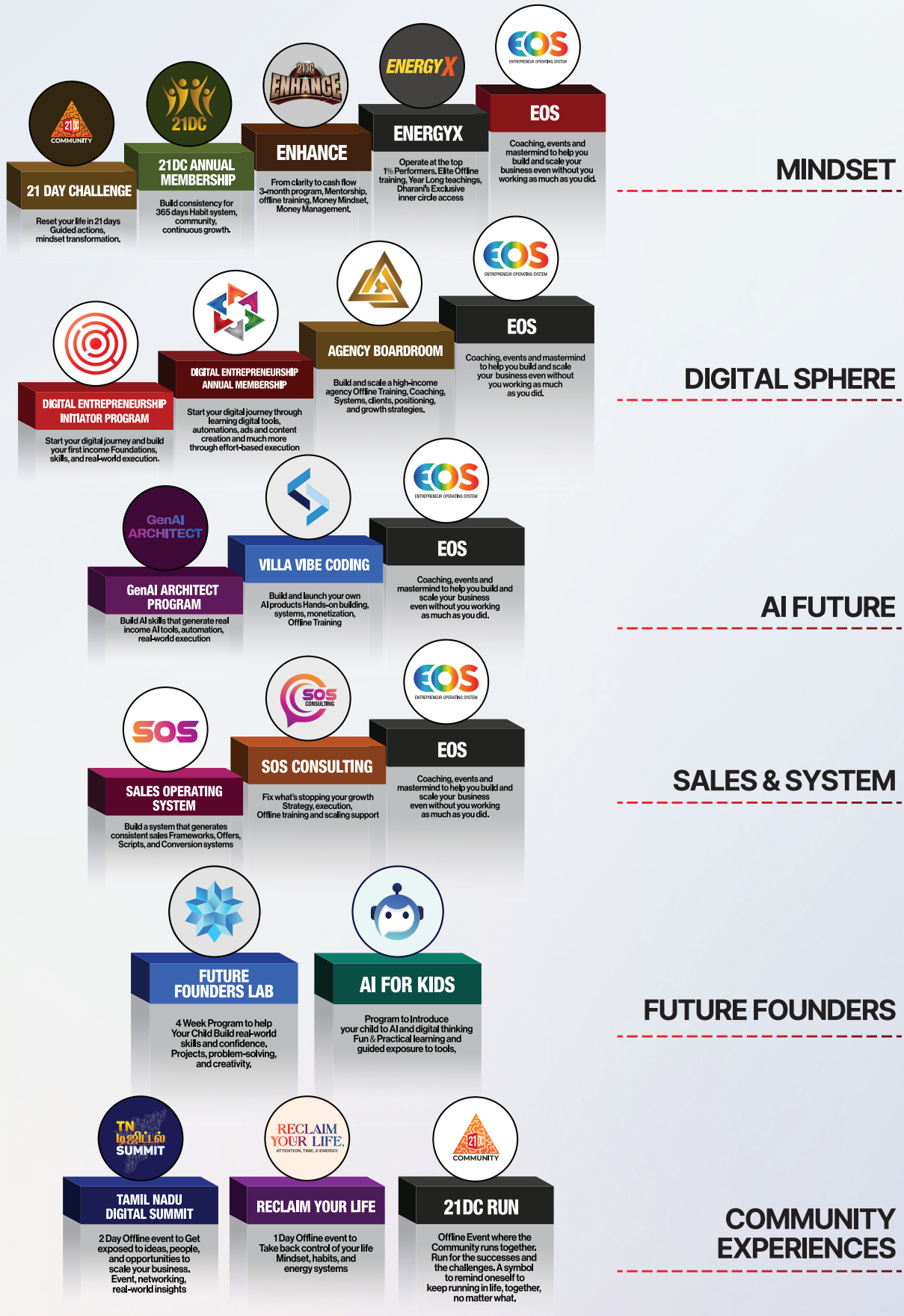
Kids aged 10-16 - no prior coding experience needed.

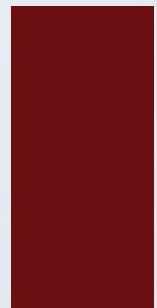
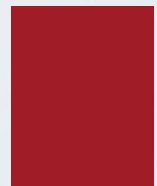


SCAN HERE TO JOIN



EVERY PATH LEADS FORWARD









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