

Entrepreneur Business Times Opens the Business Lens — A Thought Leadership Space for Experts and Influencers in Its First Digital Magazine Edition



Entrepreneur Business Times, India's premier **digital business magazine** and **online business news portal**, is proud to unveil its upcoming editorial feature: "**Business Lens**" — a special section in the first edition of its monthly magazine that puts the spotlight on **thought leaders, industry experts, and business influencers** who are shaping the conversations that matter.

This isn't just another opinion column. Nope. It's a bold, **content-rich corner** where those who've seen the highs, lows, and pivots of the business world *tell it like it is*—in their own words.

What Is 'Business Lens'?

In a world overflowing with surface-level takes and 15-second videos, "**Business Lens**" brings back the *long-form magic*. These are not just guest posts. These are:

- Strategy-packed insights by top consultants and C-suite executives
- Sharp commentary from branding gurus and marketing wizards
- Fundraising wisdom from angel investors and VCs
- Real stories of growth, chaos, and clarity from experienced entrepreneurs

Each article is meant to **educate, inspire**, and occasionally, make you **laugh while learning**.

Why 'Business Lens' Is Different

Let's face it—everyone's an influencer these days. But **influence without insight** is just noise. That's why **Entrepreneur Business Times** created a space **just for the voices who've done the work**, built the teams, raised the capital, failed forward, and lived to write about it.

Business Lens doesn't do fluff. We do:

- Real talk about leadership burnout
- Sharp takes on branding disasters
- Forecasts that make you pause, think, and maybe pivot
- Advice that actually works for entrepreneurs and CXOs

All curated by our editorial team with *editorial integrity*, *Digital goodness*, and a *story-first approach*.

Who's Featured in the First Edition?

Without giving away all the surprises, here's what's cooking:

- A branding expert sharing "The 3 Things Your Logo Can't Fix"
- A tech VC decoding "What Makes a Founder Fundable in 2025"
- A marketing maven's spicy take on "Why Campaigns Fail Before They Launch"
- And a serial entrepreneur's hard-won wisdom in "The First 100 Days of Starting Up — What I'd Do Differently"

Each voice brings a **unique lens**, giving readers a **360° view** of business thinking today.

Want to Contribute to Business Lens?

Yes, you can!

If you're:

- A business consultant with an unpopular truth
- A CXO who wants to demystify complex decisions
- An investor who's seen too many pitch decks
- A founder with lessons you learned the hard way
- A domain expert with battle-tested frameworks

...then we want your story, your voice, and your brain.

Contributing to **Business Lens** gets you:

- A feature in **India's best business portal**
- Visibility among **top entrepreneurs and CXOs**
- **Social amplification** across our growing digital ecosystem
- Eternal bragging rights (and maybe a few leads too)

Contact our editorial team: info@entrepreneurbt.com

Visit us: <https://www.entrepreneurbt.com>

Why We Created This Section

At **Entrepreneur Business Times**, we know that **great minds deserve great platforms**.

There's a gap in business media where **practical insights meet personality**. That's exactly what **Business Lens** fills.

This section is built to:

- Champion **informed opinions**, not just trending hot takes
- Educate our audience in a way that feels **real and human**
- Provide **perspective**, not just predictions
- Spark **dialogue and debate**, not just clicks

We're not here to be another PDF in your inbox. We're here to **spark "wow!" moments** that actually move businesses forward.

Who Should Read Business Lens?

If you're someone who:

- Wants to *level up* without drowning in jargon

- Enjoys stories with depth, wit, and truth
- Believes that **learning from others beats learning the hard way**
- Is tired of empty content and hungry for actionable advice

...then **Business Lens** was made for you.

More From Entrepreneur Business Times' First Edition

Alongside **Business Lens**, the magazine's **first edition** will also feature:

- **Feature Story** – *Inside the Boardroom / Cover Leader*
- **Startup Spotlight** – *Rise & Grind / Founder's Fuel*
- **CXO Talks** – *Visionary Voices*
- **Business Insights** – *Market Moves / Business Radar*
- **SheLeads** – *Young Leaders / Women-led Ventures*
- **SME Section** – *Local Hero Stories*
- **Tool of the Month** – *SaaS/Tech Tools for Growth*
- **Upcoming Events** – *Summits, Expos, Webinars*

This Is Just the Beginning...

Entrepreneur Business Times is creating a **content ecosystem** where **thought leaders** are heard, **new entrepreneurs** are inspired, and **business stories** find their spotlight.

So, whether you write a full piece or just read one over coffee — you're a part of the movement.

Let's turn **business content** into something **brave, useful, and a little bit fun too**.

For further information, sponsorship inquiries, or interview requests, please contact:

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Entrepreneur Business Times (EBT)

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