

# Ivy Early Entrepreneur

A 7 day Online Entrepreneurship  
Workshop for High School Students

June 21st - June 29th, 2023

# PROGRAM DETAILS



JUNE 21ST – JUNE 29TH, 2023  
3:00 PM TO 6:00 PM IST



AGES 13 – 17 | GRADES 8-12



21 HOUR MODULE



CERTIFICATE OF  
ACCOMPLISHMENT



GUARANTEED INTERNSHIP



DEADLINE: 12TH JUNE 2023



PRICE: RS 35,000 + 18% GST

# PROGRAM DETAILS

Learn the trials and tribulations of starting your own business from successful entrepreneurs, and get equipped with all the tools required for success in our week-long exclusive program.

Upon successful completion, avail internship opportunities with the Big Red Group's partner firms and most mentors of the program.

[APPLY NOW](#)

To get coached by alumni from



Cornell University





# WHY ?

## ENTREPRENEURSHIP IN SCHOOL

Studies show that exposure to innovation and entrepreneurship during childhood has significant effects on children's propensities to become inventors or entrepreneurs by up to 60%.

Early Entrepreneurship —————> Future Leaders

**Future Orientation**

**Risk Taking**

**Creativity &  
Innovation**

**Critical Thinking &  
Problem Solving**

**Communication &  
Problem Solving**

**Opportunity  
Recognition**

**Initiative & Self-  
Reliance**

**Flexibility &  
Adaptability**

**WHY ?**

# EARLY ENTREPRENEUR PROGRAM

Early Entrepreneur program is more than learning to start your business. It's creating a growth oriented mindset and skill.

Entrepreneurship = Developing skillset for future



**CREATIVITY**

**NEGOTIATION**

**COMMUNICATION**

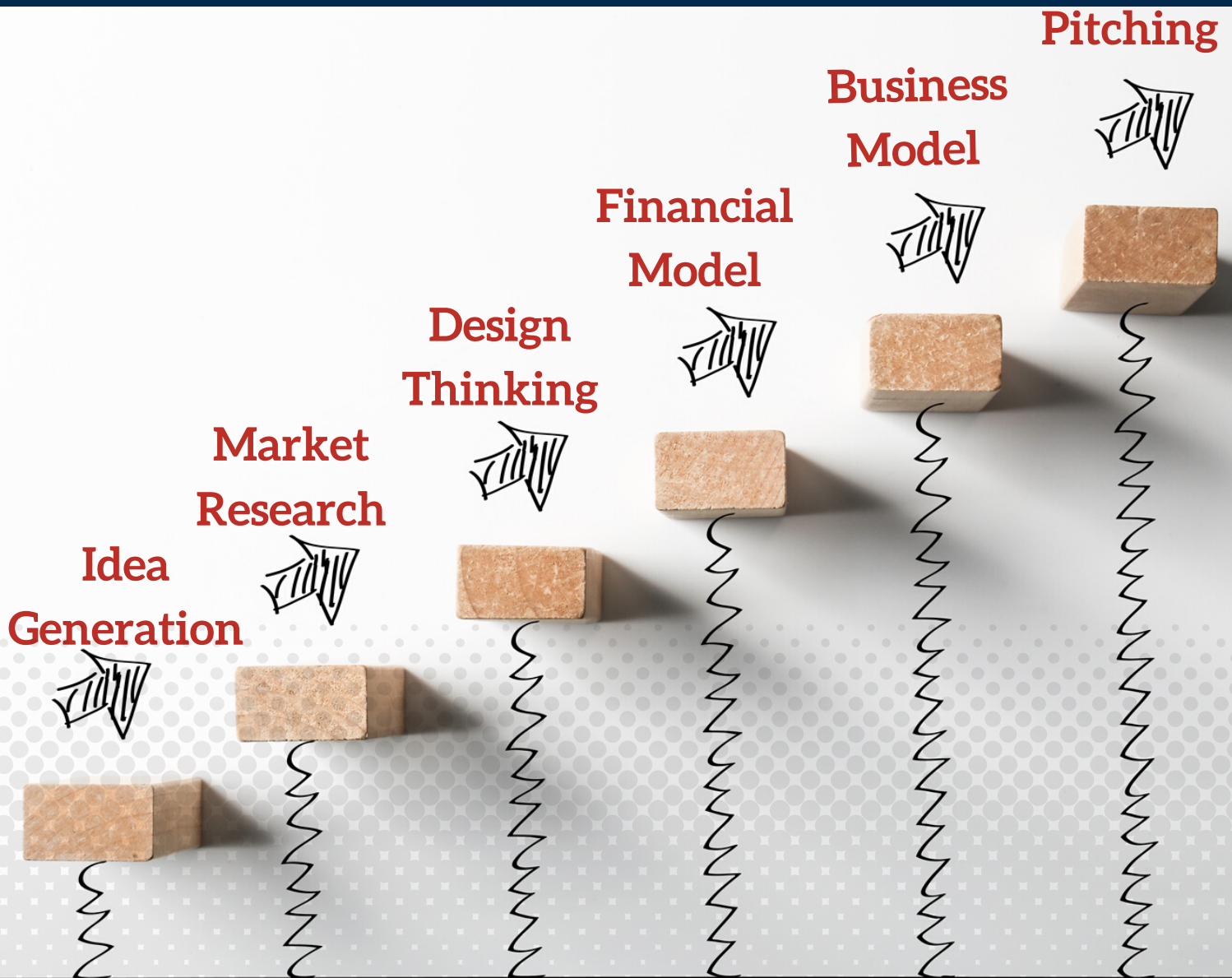
**CRITICAL THINKING**

**PROBLEM SOLVING**

**WHY ?**

# BUILD REAL BUSINESSES WHILE IN SCHOOL

Students leave the program having completed a business model canvas, competitive analysis, financial model, minimum viable product and a pitch deck.



# WHAT ?

## CURRICULUM OVERVIEW



### Day 1: Idea Generation

Mentors share their experience of what ignited their start-up idea and how it came to be. Under this module, students learn to stimulate their creativity, understand the process of coming up with new ideas, and learn how to get inspiration from what others are doing. Students are given tools and techniques to gain an innovative mindset.



### Day 2: Market Research

Mentors guide students through the process of market research for their idea: what's currently being used in the market, who the top competitors are, and what needs to be done to turn an idea into a reality. Students learn techniques to test, refine and select their idea.

# WHAT ?

## CURRICULUM OVERVIEW



### Day 3: Design Thinking

Students learn the process of creative thinking, logical thinking, and experimentation. Mentors share strategies adopted by them for testing and prototyping in order to achieve the perfect product/service for the end-user.



### Day 4: Business Model

Once the student has developed an idea of the product or service startup, they learn what a business blueprint is and how to draw one for their start-up. They delve into information like target markets, competition, anticipated expenses, pricing, and other aspects of a business canvas.



# WHAT ?

## CURRICULUM OVERVIEW



### Day 5: Social Entrepreneurship

Students learn about start-up companies that develop, fund, and implement solutions to social, cultural, or environmental issues. Mentors share the story of their social entrepreneurship journey and the ups and downs they faced to form a business for the greater social good and not just the pursuit of profits.



### Day 6: Elevator Pitch & Raising Funds

Students delve into the costs involved in a business and how it impacts the product/service price. They learn to calculate the total fund required for running the business and what funding sources are available. Students then move on to crafting an elevator pitch for their business plan.

HOW ?

# SHARK-TANK PITCH



## Day 7: Pitch Day

Students develop a product or service startup to gain investment funds in a final shark-tank style pitch event.

Entrepreneurs and industry experts act as moderators who guide student teams through the processes of developing, testing, adapting and improving the business concept.

HOW ?

# INTERNSHIP & CERTIFICATE



Internship opportunities will be extended to all the students within our partner firms and with most of the mentors teaching the program.



You will be provided with a certificate of participation by The Big Red Group. This certificate can be used for your college portfolio.

WHO ?

# IVY LEAGUE MENTORS

Our mentors come from top Ivy league colleges and run successful businesses. These experts serve as coaches and mentors guiding students through the processes of developing a business concept.

We have a consortium of entrepreneurs who share their personal experiences and discuss the ups and downs of starting a business. Students get a chance to interact with these leaders and learn from them first hand.



CONSORTIUM OF  
MENTORS





# WHO ?

# IVY LEAGUE MENTORS

## Ivy Early Entrepreneur



**Aman Gupta**  
CO-FOUNDER OF **boat**

"Shark" of Shark Tank India  
Featured in Livemint  
Indian School of Business Graduate

"I never thought we would be in the top five brands of the world so soon... I felt patriotic."

**#KNOWYOURMENTOR**

## Ivy Early Entrepreneur



**Priya Prakash**  
FOUNDER AND CEO OF **HEALTH SET GO**

Forbes **30 UNDER30**  
INSEAD Graduate  
Global Citizen Prize Winner  
Unilever Young Entrepreneur Award Winner.

**#KNOWYOURMENTOR**

## Ivy Early Entrepreneur



**Vivek Agarwal**  
FOUNDER OF **OOKI.OH**  
GRADUATE OF **YALE UNIVERSITY**

Featured in Forbes  
Telegraph India  
Vogue  
Women's Wear Daily

"The Indian designer whose sustainable swimwear is loved by Bella Hadid, Gigi Hadid and Hailey Bieber"

- Vogue

**#KNOWYOURMENTOR**

## Ivy Early Entrepreneur



**Divya Kamerkar**  
CEO AND CO-FOUNDER OF **Pinky Promise**

Yale University Graduate  
Ex-Senior Consultant at Delhi Commission for Women  
Financial Times x SDG Challenge Finalist

"Our Pinky Promise is that we will be there for every woman when she needs an answer, a community and a platform for her continued wellbeing."

**#KNOWYOURMENTOR**

## Ivy Early Entrepreneur



**Ranganath Thota**  
FOUNDER OF **FUEL A DREAM**

Ex-VP of Hindustan Times  
Ex-GM of Pepsico India  
Featured in Times of India, NewsX

"I wanted to build something that could help over a million people."

**#KNOWYOURMENTOR**

## Ivy Early Entrepreneur



**Raashid Navlakh**  
FOUNDER AND CEO OF **Jigsaw Thinking**

University of Bath Graduate  
Founder of I for India  
Featured in Deccan Chronicle

"There's an innovative technique to picking what works for you and then making it your own. It's taking the risk that counts."

**#KNOWYOURMENTOR**

## Ivy Early Entrepreneur




**Kriti Thakur**  
PROGRAM LEAD AT **Jigsaw Thinking**

Georgetown University Graduate  
Teach for India Fellow  
Ex-Panel Lawyer at Majlis

"The big error we made is believing that accountability and ownership can be cultivated quickly."

**#KNOWYOURMENTOR**

## Ivy Early Entrepreneur



**Arun Saigal**  
FOUNDER AND CEO OF **thinkable**

Forbes **30 UNDER30**  
MIT University Graduate  
Ex-Engineer at Quizlet  
Featured in TechCrunch

**#KNOWYOURMENTOR**

## Ivy Early Entrepreneur



**Pukhraj Ranjan**  
FOUNDER AND CEO OF **MONUMENTAL**

BBA from Symbiosis University  
Recognised as a Humanitarian by Global Goodwill Ambassadors  
WISE Emerging Leaders 2019

A firm believer in breaking prejudices, geographical boundaries, weaving communities, and creating work that is both meaningful for the people & the planet.

**#KNOWYOURMENTOR**

# WHO ?

# IVY LEAGUE MENTORS

## Ivy Early Entrepreneur

**Kristin Kagetsu**

CO-FOUNDER OF



MIT University Graduate

Featured by UNEP

TedX Speaker

#KNOWYOURMENTOR

## Ivy Early Entrepreneur

**Shriyans Bhandari**

CO-FOUNDER OF



Ted X Speaker

Director of Heritage Girls School

Babson College Graduate

#KNOWYOURMENTOR

## Ivy Early Entrepreneur

**Greta Rossi**

CO-FOUNDER OF



HULT International Business School Graduate

TedX Speaker

Fellow of the RSA

#KNOWYOURMENTOR

## Ivy Early Entrepreneur

**Alok Goel**

CO-FOUNDER AND CEO OF



Ex-Computer Scientist for Adobe Systems

Former COO of Redbus

Indian School of Business Graduate



#KNOWYOURMENTOR

## Ivy Early Entrepreneur

**Vipul Saran**

CO-FOUNDER OF



Cornell University Graduate

Founder, Vibhuti Agro Soya Prod.

Featured in Business Wire, India Times

"By reducing dependency on the cold chain, we are leapfrogging a major limitation and creating new global opportunities."

#KNOWYOURMENTOR

## Ivy Early Entrepreneur

**Shokey Malik**

FOUNDER AND CEO OF



MICA Ahmedabad Graduate

Founding Partner at Growth

Ex-CEO at Theprivatesales.com

#KNOWYOURMENTOR

## Ivy Early Entrepreneur

**Anukul Chandhok**

FOUNDER AND CEO OF



Cornell University Graduate

Featured in The Hindu

Featured in LimeTray

#KNOWYOURMENTOR

## Ivy Early Entrepreneur

**Kripa Jalan**

FOUNDER OF



Harvard University Graduate

Partner at Ribbons Exports

Featured in GQ, Vogue

"Her company... is based on five basic pillars of health: effective training, sustainable nutrition, ample hydration, adequate rest and holistic wellness."  
- GQ India

#KNOWYOURMENTOR

## Ivy Early Entrepreneur

**Rajesh Bysani**

CHIEF PRODUCT OFFICER OF



IIM, Calcutta Graduate

Mobile Transformation Lead at Google

Former CPO at Zoomcar

#KNOWYOURMENTOR

# PROJECTS GONE LIVE!



*Meet*

Kabir Pandey, an eighth-grader from The Shri Ram School, Mousari, and an alum of the Ivy Early Entrepreneur (Jan '22) program.

During his time as an Ivy Early Entrepreneur, he came across our mentor Ranganath Thota, Founder of the Crowdfunding platform - Fueladream. And that opportunity was all that Kabir needed.

In partnership with Delhi-based NGO Yatan, Kabir and his friends took it upon themselves to assist the victims of the cold in Delhi and Gurgaon, by crowdfunding a campaign on Fueladream to distribute high-quality blankets.



RAISED  
**INR 96,800**  
GOAL INR 33,000

DAYS LEFT **13**      FUNDERS **20**

293% FUNDED

The Campaign has been a resounding success, achieving 3x its target amount within two days!



# PROJECTS GONE LIVE!



## Saikiran Appalla

Meet the 16-year-old who is the Founder & CEO of S.C.O.P.E app.

A new-age holistic platform bringing aspiring entrepreneurs, venture capitalists and investors, and industry experts on a single platform. with more than 5000 downloads.



# STUDENT TESTIMONIALS



“

I study business as a subject in my school and it's my favorite subject as well. But my learning was greatly elevated and enhanced from this conference. In these 7 days, I've learned so much more than I did in my school classroom. The mentor lineups were amazing and really inspiring.

Hemil Ketan Patel  
Class 11,  
Heritage International Xperiential School



“

I would definitely recommend this workshop to other people. The most amazing thing is the personalisation. You get personal attention for each and every thing. And you can talk to anyone freely and there is no question you feel hesitant to ask. It's a nurturing and a growth-oriented environment.

Radha Kulkarni,  
Grade 10,  
Abhinava Vidyalaya English Medium School

DIVE INTO THE  
ENTREPRENEURSHIP  
WORLD AND BECOME  
A YOUNG LEADER

Ready to take  
the dive?

APPLY NOW



THE  
BIG RED  
GROUP



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