

# Ivy Entrepreneurship Centre's Global Business Program

For High-Potential School Students

**Apply Today!**



# About the Program

The Ivy Entrepreneurship Centre's - Global Business Program is meticulously designed, curated, and facilitated by a team of top business school professors and industry experts.

With their expertise in entrepreneurship and business, this program allows students to engage with these experts, deepen their understanding of business innovation, and practice marketing strategies for fueling business growth. The curriculum is carefully crafted to provide students with a world-class education, enabling them to expand their global visions.

The Global Business Program aims to foster an entrepreneurial and innovative spirit in students, empowering them to become future high performers and value creators. Through the program's comprehensive curriculum that covers key entrepreneurial concepts and immersive learning experiences, students will be equipped with the knowledge and skills they need to launch successful businesses and thrive in the dynamic world of business.

# Program Details

Timing: 8:30 am to 2:30 pm IST

5 Days Program

Dates: 10th to 14th August 2023

Grades 8 - 12

Pathways School Gurgaon

Certificate of Achievement from the  
instructor

Letter of Recommendation from course  
instructor\*

1 Year Mentorship from instructors

Guaranteed Online Internships

# Approach

## Ideation

Ideation focuses on rapidly finding and vetting great ideas. You'll learn important concepts such as looking at ways your organization can be a disruptive player and ways to challenge existing orthodoxies.

## Incubation

Incubation equips you with the tools for nurturing your corporate entrepreneurship, creating a learning plan, and initiating the prototyping phase.

## Acceleration

Acceleration will provide you with a powerful tool kit for innovation proficiency. You'll start the program by identifying your entry strategy. Next, you'll learn how to make critical decisions on pricing, promotional budget, and relationships with ecosystem partners.

## Learn more

Our program provides participants with an intensive, "hands-on" course focusing on the creation, evaluation, development, and launch readiness of a new business or social venture.

# 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**

# Curriculum

Our Global Business Program, inspired by prestigious business school curriculums, is designed specifically for high school students.

It focuses on essential modules that lay the foundation for successful entrepreneurship. We offer a rigorous and challenging curriculum, tailored to high potential high school students aspiring to become future business leaders.



# Curriculum Overview

## Day 1: Idea Generation

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.

# 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.



# Curriculum Overview

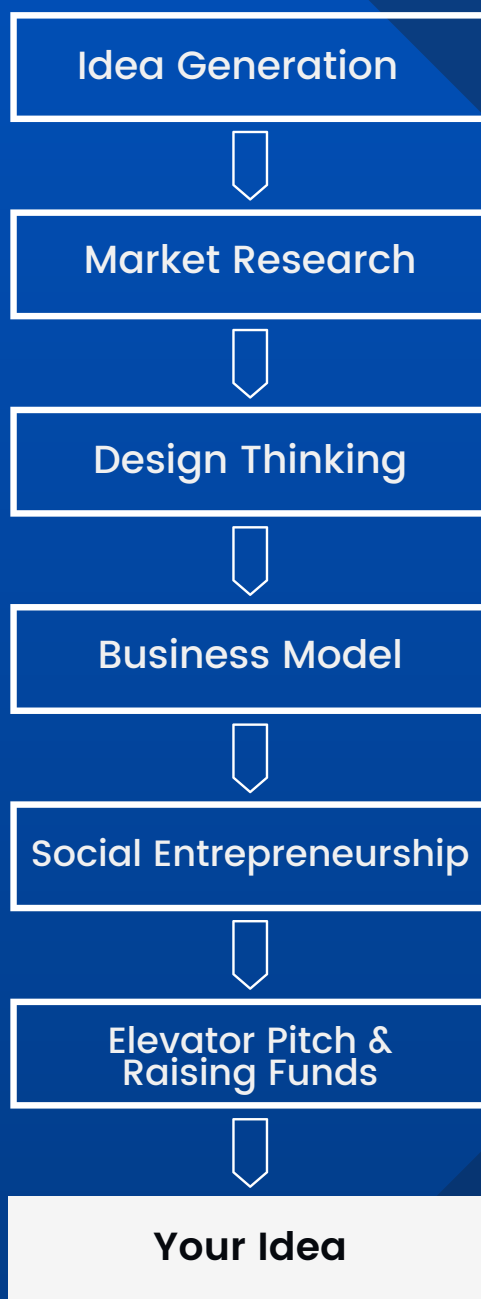
## Day 5: Social Entrepreneurship

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.

# Student Journey



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# Pitch Day & Graduation

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On the final day of the program, an esteemed panel of business experts will gather to evaluate each team's completed business plan.

These accomplished judges will offer insightful, targeted feedback to encourage growth and improve strategic thinking.

# Internship & certificate



Online Internship opportunities will be extended to all the students.



You will be provided with a certificate of achievement by the instructor.

This certificate can be used for your college portfolio.

# Meet your mentor



## **Daniel McQuade**

**Director, Ivy Entrepreneurship Centre**  
**Business Instructor,**  
**Columbia-Harlem Small Business**  
**Development Center**

## About Daniel McQuade -

Daniel McQuade is a senior marketing & business development executive with expertise in marketing, branding & and business development strategies across all sales channels.

Daniel is a noted speaker and Business Instructor for the Small Business Development Center at Columbia Business School.

Throughout his career, he has created, worked with, and volunteered for many social enterprises and non-profit organizations in many capacities providing over \$7M in grants to a wide range of non-profit institutions focusing on education and health and wellness programs.

Daniel, a serial entrepreneur, is also the Co-founder of KnowSeafood, a direct-to-consumer seafood platform launched in 2021. Daniel is passionate about sustainability and transparency in the seafood industry, and KnowSeafood aims to provide unparalleled levels of trust, variety, and quality in seafood sourcing.

# STUDENT TESTIMONIALS



We were actively encouraged to share our opinions which greatly helped develop our communication and collaborative skills

**Gauri Dinker**  
**Grade 12**  
**DPS Ghaziabad**



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 High School**

# The Ivy Entrepreneurship Centre<sup>®</sup>

The Ivy Entrepreneurship Centre is a suite of entrepreneurship courses for innovation and learning, backed by an elite faculty from leading business schools and experienced industry leaders.

Each course is carefully crafted to deliver both in-depth entrepreneurial knowledge and the practical skills necessary for success in the dynamic business landscape.

More than just a collection of courses, the Ivy Entrepreneurship Centre offers a transformative learning experience. Our curriculum caters to a broad audience – from high school students taking their first steps into the business world, to seasoned corporates aiming to revolutionize their practices

Our mission is to redefine entrepreneurship education, offering a suite of state-of-the-art courses that inspire and empower future business leaders.

At the Ivy Entrepreneurship Centre, we harness the power of potential. We're dedicated to nurturing the innovator, the pioneer, the leader within each learner. Our mission goes beyond teaching entrepreneurship – we aim to cultivate an entrepreneurial mindset, fostering resilience, creativity, and strategic thinking.



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**Secure Your Spot!**

For any queries, feel free to contact us!