

InnovateNOW:

Pre-College Entrepreneurship Series



A group of people in a meeting room looking at a presentation board with charts and graphs. The room has large windows and a decorative wall with hexagonal tiles.

What is **InnovateNOW** ?

Dive into the transformative world of entrepreneurship with InnovateNOW, an exclusive offering from The **Ivy Learning Lab**.

Meticulously curated by a renowned former **Columbia Business School faculty member**, this program promises to be a beacon for high school students eager to explore the intricacies of **business innovation**.

Marrying world-class pedagogy with hands-on experiences, InnovateNOW is more than just a course—it's a journey. A journey that empowers students from **grades 8 to 12** to envision, innovate, and shape the future of business. As you turn these pages, prepare to embark on an educational adventure that will redefine your understanding of entrepreneurship and set the stage for a **promising tomorrow**.

Innovate Yourself Today!

CONFERENCE DETAILS



On Completion, students get a **Completion Certificate** from the **Mentor** and the **Ivy Learning Lab**.



Opportunity to get **Letter of Recommendation** from the course instructor.



6rd Jan - 10th Jan 2024
9:00 am to 4:00 pm IST



Heritage International
Xperiential School, Gurgaon



Grades 8-12



INR 50,000* + 18% GST



Deadline :
24th December 2023



***A special course fee of INR 45,000 + 18% GST is available exclusively for Heritage International Xperiential School students and BRG Alums.**

Why Innovate NOW?

Pioneering Pedagogy:

Immerse in a well-rounded curriculum crafted by a former Columbia Business School faculty member, blending theory and practical application for a comprehensive understanding of entrepreneurship.

Cutting-Edge Curriculum Components:

Explore modern entrepreneurial trends like digital transformation, sustainability, and global market strategies in an adaptive curriculum.

Guest Insights from Industry Titans:

Enrich your learning experience with sessions from industry-leading guest speakers. Gain firsthand insights into the real-world challenges and triumphs of entrepreneurship.

Shark Tank-Style Showdown:

The course culminates in a creative, high-stakes pitch to eminent judges using interactive games, digital displays, or theatrical skits.

Venture Creation from Scratch:

Students form dynamic teams to create and refine startup business plans, applying their learning in a hands-on, challenging journey.



Idea Exploration:

Unleash creativity to dream up world-changing innovations.

Idea Development:

Transform concepts into projects with prototype building and planning.

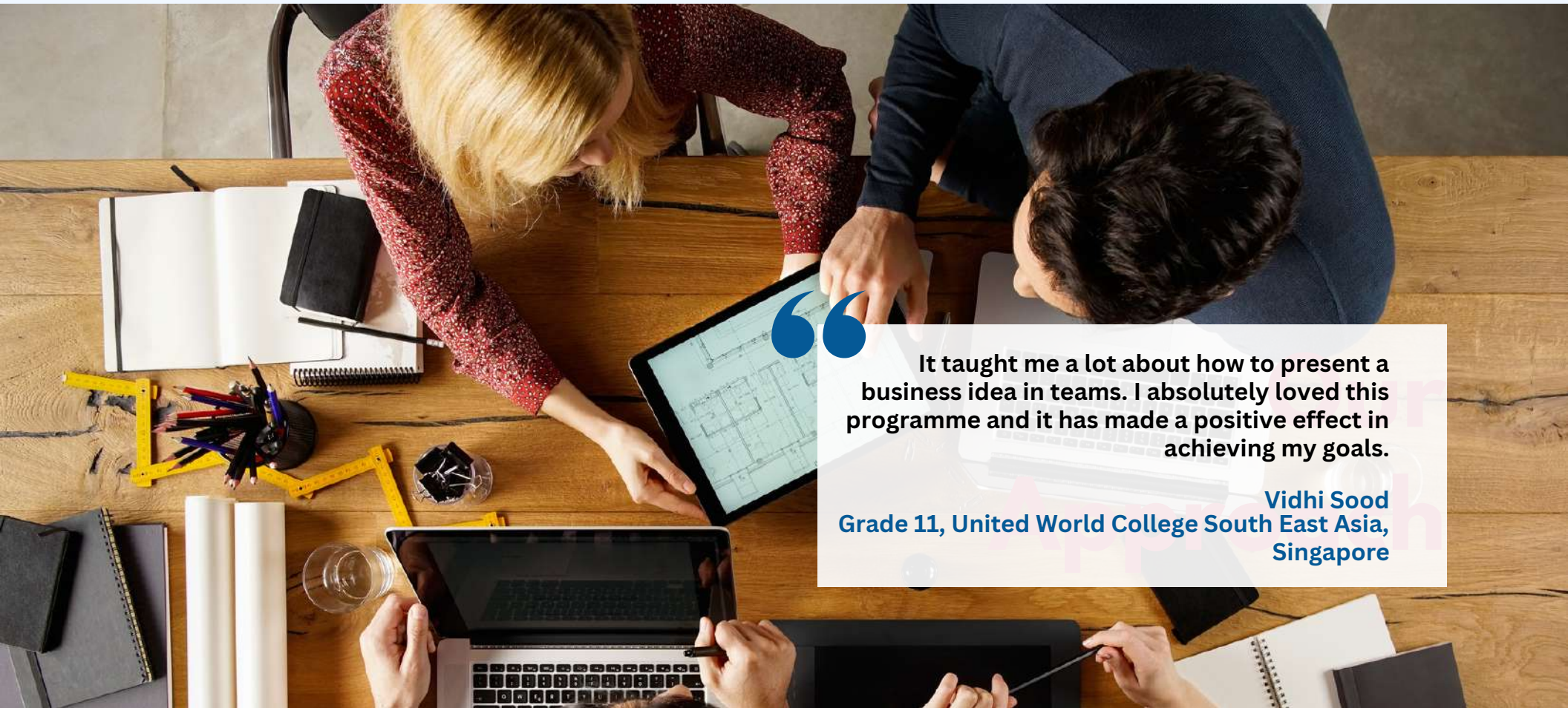
Idea Momentum:

Enhance your project with marketing and networking strategies.

Hands-on Entrepreneurship:

Experience the full entrepreneurial journey from concept to launch.

Our Approach



“ It taught me a lot about how to present a business idea in teams. I absolutely loved this programme and it has made a positive effect in achieving my goals.

Vidhi Sood
Grade 11, United World College South East Asia,
Singapore

Entrepreneurship & High schoolers



**EARLY
ENTREPRENEURSHIP**



**FUTURE
LEADERS**

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%.

KNOW YOUR Columbia Business School Faculty



Daniel McQuade is a Senior Marketing and Advertising Executive with over three decades of experience in developing and implementing strategies for retail industries. He has also served as a Business Instructor at the Columbia-Harlem Small Business Development Center and is a Co-Founder at Know Seafood which is on a mission to transform seafood supply chains and make sustainable, accessible, and transparent seafood products.

His expertise includes new product development, cultivating brand affinity and loyalty, and cause marketing programs. He has handled every aspect, from product design to retail launch and the development of a national sales network.

Daniel McQuade

**Director, Ivy Learning Lab
Business Instructor,
Columbia-Harlem Small Business
Development Center (Columbia
Business School)**

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.

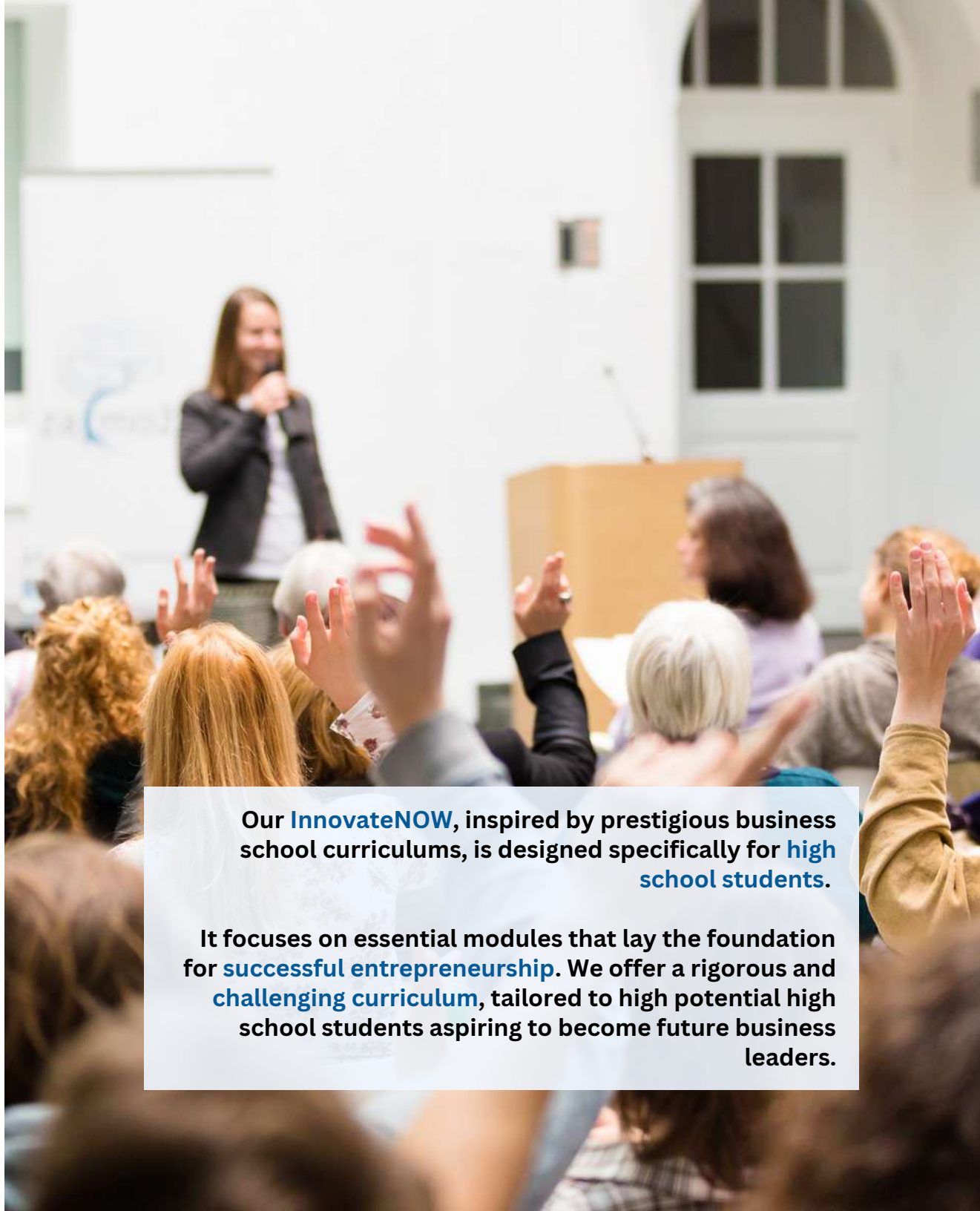
Market Research:

The Mentor guides 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.

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.

THE CURRICULUM



Our **InnovateNOW**, 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.



This program was an amazing learning experience for me, I especially loved the interactions with our mentors and their insights of the entrepreneurial world.

Arunima Singh
Grade 12, Shiv Nadar School Gurgaon

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.

Social Entrepreneurship:

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

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.

At the heart of the InnovateNow experience lies a **transformative endeavor**: the creation of a revolutionary startup business plan.

This challenge isn't a mere add-on; it's an integral part of our course structure, designed to push your boundaries and unveil your entrepreneurial prowess.

Guided by the wisdom of a former **Columbia Business School faculty**, you and your team will traverse the intricate landscape of business innovation. From ideation to execution, every step is a lesson, every hurdle a growth opportunity. But the crescendo of this journey is the **grand presentation**. As the spotlight shines, you'll pitch your visionary startup to a panel of industry stalwarts, seeking not just approval but admiration.

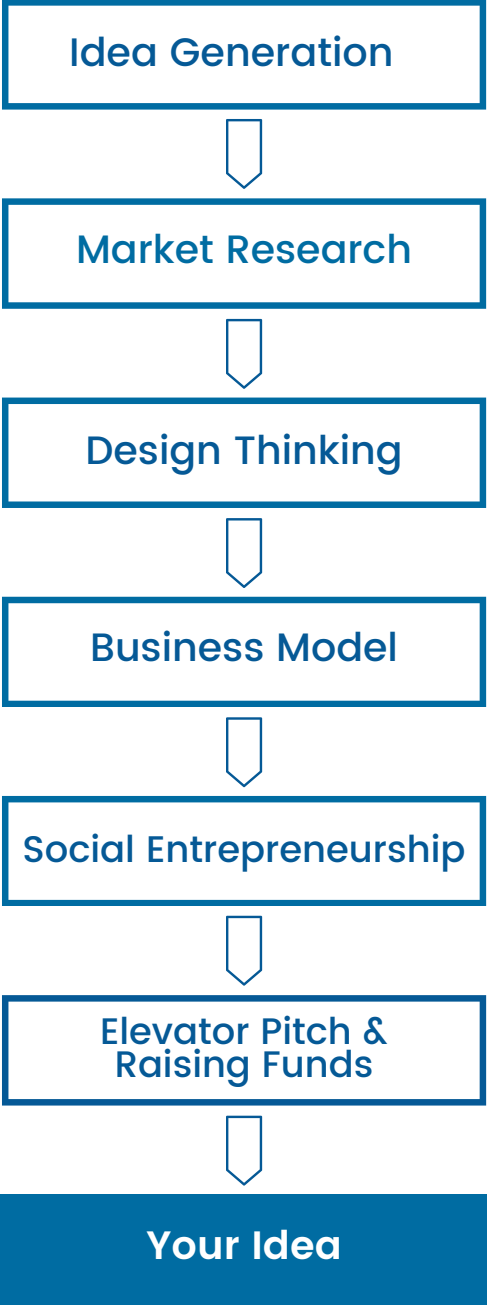
With InnovateNow, you're not just participating in a course; you're embracing an experience that could be the cornerstone of your entrepreneurial legacy. This challenge is your chance to **not only learn but to lead, to not only dream but to do**.



The Pinnacle of InnovateNow: **Your Startup Challenge**



Student Journey



At just 16 years old, BRG Entrepreneur Appalla Saikaran was familiar with the difficulties of networking, He knew intimately how nerve-racking it could be to ask questions and find like-minded people willing to collaborate and invest in nascent ventures. To tackle this challenge, young Appalla decided to build his own app!

“At such a young age, Appalla Saikiran has been chosen as one of the top 11 successful teenage entrepreneurs in India by a renowned ed-tech firm known as The Big Red Group. In addition, he has won the Global Kids Achiever’s Award for designing the SCOPE App. He also created a place for himself at the Junio CEO program, certified by Brown University.”

-Financial Express.com

Scope App

The app to create a unified platform for all your business and entrepreneur needs

“My vision for the SCOPE App is extensive. I aim to make it one-stop-shop solutions that cater for the needs of all start-ups in the Indian market”

-Appalla Saikiran



Petpals focuses on allowing Pet families to Travel stress-free with their pets.



Petpal provides ready-made and customizable pet friendly packages. It also delivers food and medicine for the pet to your hotel.



Petpals

Explore the world with your
furry friend

**Explore the world with
your pet by your side**

Pitch Day & Graduation

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.



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

Gauri Dinker
Grade 12
DPS Ghaziabad





What is the Ivy Learning Lab?

The Ivy Learning Lab isn't just an educational consortium; it's a **beacon of knowledge and innovation**. Led by a visionary director and a dedicated board, it consistently delivers unparalleled learning experiences. With a blend of academia and innovation, it brings together **scholars from top institutions**, fostering a diverse educational environment.

At its core, the Ivy Learning Lab aims to develop, curate, and deliver **world-class educational experiences**. From impactful short courses to comprehensive workshops, it enlightens learners across diverse backgrounds, **from high school students to Fortune 500 executives**.

In collaboration with institutions and governments, the Ivy Learning Lab strives to make educational resources widely accessible, nurturing a **global community of lifelong learners** united in their pursuit of knowledge and growth.

InnovateNOW:

Pre-College Entrepreneurship Series






Lead . Inspire . Solve . Share

APPLY NOW

IVY[®]
LEARNING LAB

 **HERITAGE
INTERNATIONAL
EXPERIENTIAL SCHOOL**

**THE
BIG RED
GROUP** 

 www.thebigredgroup.com  +91-931-045-0013  info@thebigredgroup.com

