

# Biz minds learn and grow

Five days of camp, five days of learning and five days to becoming an entrepreneur — students broke down walls and came up with ideas at Youngpreneur's camp at The Newtown School...

**E**ntrepreneur is a producer and not a consumer. Take daring steps. Do something that you have never done before. Fun is when you are in your elements and doing what you are good at. When you change, everything will change for you. Bragging is not bad if it's done in a way that people are going to like.

This and much more was discussed over five days at a teen entrepreneurship camp conducted by Calcutta-based Youngpreneurs, a youth academy and think-tank that promotes entrepreneurship and innovation-oriented growth among high schoolers aged 13 to 19, in The Newtown School.

The bootcamp was primarily conducted by Devika Majumder, Smita Majumder and Avelo Roy. Students from Class IX got a chance to learn the tricks and trades of the entrepreneurial world and what it takes to make it big in the world of business. From public speaking to confidence-building, this camp had students making their first product pitch at the end of the five days.

## FIVE DAYS OF BOOTCAMP

**Day 1:** This started out with ice-breakers and group formation. The class was then introduced to the idea of entrepreneurship, followed by entrepreneurial mindset games and bug reports. At the end of the day, the students came up with a list of what "bugs" them in their daily life and what problem they would like to solve to make the product better.

**Day 2:** The groups discussed each of their "bugs" and did a market survey by taking votes on to who else in the camp also faced the same problem. Then they chose the project that they would like to work on to make it a reality. That is part of the customer-discovery exercise and customer-discovery findings. The students were then taught MVP (minimum viable product) and the rest of the day was focused on building a prototype.

**Day 3:** The day started with understanding a lean start-up, a business model and business model canvas. The



mentors worked with each group on their MVPs and their understanding of the concepts.

**Day 4:** This day focussed on business plan basics and development. Students learned how to pitch their products in 60 seconds. The session was completely

dedicated to communication and public speaking.

**Day 5:** This was the pitch day, when everything came a full circle. The participants worked one-on-one with the teachers and mentors and finally went up to the panel to pitch their products.



All of us carry smartphones and all of us know the challenges of finding charging points whenever we are on the move. Group I figured out a way to help beat those charging blues. Here's a wireless charger to your rescue that can charge from a distance as well.



I wasn't expecting the workshop to be so much fun and informative. Each day was a great experience. I am a shy person and pitching a product really helped me in that section.

— **Dhruvika Patodia**  
Class IX



Generations have tried to solve why earphones always tangle when left alone. To solve this never-ending problem and create a product that's both unique and extremely helpful, Group II came up with an earphone holder that's compact and easy to use and will keep the earphones just how you want them to be.



My dad and sister encouraged me to take part in this workshop. Here, I learnt complicated things in an easy manner. I am going to be a fashion designer and this workshop helped me a lot.

— **Ananya Chaudhary**, Class IX



Group III students knew how to get their peer group interested in the product that they were selling. An improved version of a pen that never leaks, is lightweight and has great running capacity — dream come true, right?



Learning anything new is great. The workshop was both informative and educational. I loved the pitching session as well as the fact that we played Mafia at the end of every day.

— **Shreya Dhar**  
Class IX

Entrepreneurial skills are valuable to students, whether they see themselves going into business or not. In the real world, where simple answers are few, where change is constant, competition is fierce, and the careers of tomorrow aren't yet known, students armed with an entrepreneur's toolkit will have a distinct advantage over those who are used to simply "doing" school. Skills and benefits that students gain through Youngpreneurs Academy include comprehension and purposeful writing, presentation, drawing, technology, financial



skills, consumer awareness, storytelling, listening skills, creative thinking, problem-solving, collaborative skills, and teamwork. And above all, the soft skills that truly distinguish a very successful entrepreneur and a good human being. I always reiterate to all parents, whenever I get an opportunity, that with every aspect of the programme seamlessly blending into the school curriculum, it doesn't interrupt your child's education — it enhances it.

— **Devika Majumder**  
Founder and CEO of Youngpreneurs

The Youngpreneurs' learning model is especially effective because students are immersed in an experiential-learning environment where they become active participants in the learning process instead of being passive recipients of information driven lectures. As a society, we're faced with massive issues at the national and global scale that extend beyond economic growth, like the



environment, energy, sustainable development and human welfare in general. We owe it to ourselves as a nation, to empower the next generation of change-makers as active participants in shaping the next era of this country's future.

— **Smita Majumder**  
Co-founder and CEO of Youngpreneurs

FROM PAGE 12 ▶



It was something that school children will relate to, along with people from the corporate sector or those who wear formal attire on a regular basis — a hooked tie. It saves time and also saves one the embarrassment of not knowing how to make the knot. Hook it and you are done, said the students of Group IV.



I had expected it to be more theoretical. If I read all that they have been telling us on Google, I wouldn't be able to understand it. But they explained it so well.

— **Aakansha Malhotra**  
Class IX



A smart generation with a smart phone would quickly get interested in the product that Group V was selling. An app cleaner that can clean and protect all apps on your phone or any other type of gadgets. Safe and secure!



I always wanted to learn entrepreneurship. My dad is in sales and I have always been interested in learning the language he speaks. I hope and dream to create my own empire.

— **Devanshi Mallick**  
Class IX



What makes life easier for a teenager? Of course, a shoe without laces. Who wants to get caught up tying laces? Shoes without straps were the choice for Group VI and they did their best to sell them.



It has been a superb experience. This workshop has changed the way I used to see entrepreneurship. The best part has been the interaction with the teachers.

— **Dhruv Mukherjee**,  
Class IX

It's incredible to see the enthusiasm and intelligence that is packed in the teenage minds. Four students are already developing their products with the full intention to build a viable business. The future of our country looks very very bright. These teenagers have received the permanent gift of an entrepreneurial mindset. No matter what, they end up choosing as a profession, this mindset will allow them to always make decisions and solve problems creatively. We focused quite a bit on verbal communication because one



might have a great product but unless one knows how to sell, no one will care about it. We are always selling, selling ideas, selling our resume, selling our brand, selling our reputation. One who knows how best to sell stands out. They become rich and famous. I guarantee you that each one of these kids will make our country very proud!

— **Arolo Roy**,  
Founder, Kolkata Ventures, Youngpreneurs board of advisers

What I expected from the workshop was that it would be a lesson for my students to enhance their creativity and ability to be more innovative. It has enhanced their communication skills, urged them to be thinkers and present themselves well. In our daily grind, innovation takes a backseat but in these camps, brainstorming happens.



— **Satabdi G Bhattacharjee**  
Principal, The Newtown School