



decipherworld
Reimagining Education

ENTREPRENEURSHIP FOR KIDS

A PATHBREAKING COURSE TO TAKE THE EARLY STEPS IN THEIR JOURNEY TO ACQUIRE ENTREPRENEURIAL TRAITS AND BRING NEXT BIG IDEAS TO THE WORLD

(Best for kids between 8 and 16 years)



WANT TO SEE YOUR KIDS DISCUSS DISRUPTIVE IDEAS, MAKE SHARK TANK PITCHES AND RUN A PROFITABLE VENTURE?

Enroll now



1. Ice-breaking session

The first session will involve group introduction, understanding the kids' expectations from the summer camp and an overview of the course structure.

2. Concepts of demand, supply, and pricing

The kids will be taught the concepts of customer, demand, and supply that are key foundational tenets of any business. The kids will be divided into teams and introduced to the concepts through a challenging proprietary simulation - LEMONADE STAND - that requires the team to make reasonable assumptions and make prudent decisions to maximize profitability.

3. Key business finance terminologies

In this class, the students will learn about the business finance terminologies and concepts - revenue, cost, profit and tax. The teams will apply the concepts in the LEMONADE STAND game play to improve their overall profitability.

4. Cost benefit analysis

In this class, the kids will learn the concepts of cost benefit trade-offs via game play – LIGHT ,CAMERA ,ACTION

5. Boosting sales - concepts of marketing, promotions and sales

In this session, the kids will learn the importance of marketing investments in boosting the sales. The kids will explore various marketing channels, understand the cost implications and the associated Return on Investments (ROIs) through the LEMONADE STAND game.

6. Emerging business models and importance of user value proposition

In this session, the kids will learn about the business models of emerging disruptive businesses through case studies. In addition, the kids will learn concepts of B2B Vs B2C, importance of understanding user needs and crafting a compelling value proposition and product that address the needs of the user.

7. Concept of business valuation

In this session, the kids will be provided a walk through of valuation concepts through case studies of both new age and traditional businesses. The kids will apply the learning through gameplay to estimate valuation of their own Lemonade business.

8. Creating a business plan (Day 8-9)

In this session, the kids will prepare a business plan for idea of choice and learn about the key elements that comprise it - Defining product, customer segments, value proposition, Go-to-market strategy, financial projections, valuation. It will comprise understanding business plan template, creating business plan and making financial projections on excel.

9. Making business pitch to investors (Day 10)

This session will involve understanding the investor mindset and the ingredients of a compelling investor pitch by presenting their product pitches live to the investors (mentors).