



Sunita's Makerspace

Pal T.P. 10, Suda Awas Road, Ne. Shaleen Enclave, Surat, Gujarat – 395007
www.smakerspace.com | connect@smakerspace.com
Contact no - +91 99091 22000

ENTREPRENEURSHIP PROGRAM

Dear Learners,
Greetings from Sunita's makerspace!

We have some questions for you about your upcoming goals:

1. Do you want to establish your own identity within a community?
2. Are you still reliant on pocket money from your parents?
3. Do you desire a space of your own with a unique work culture alongside your studies?
4. Are you keen on becoming a young entrepreneur and surprising your parents with your skills and network?

We are here to support you and take you a step forward towards your ambitions. Let's connect and discover the leader and entrepreneur within you!

Sunita's Makerspace, in collaboration with OLL, is thrilled to announce an Entrepreneurship Program for learners aged 10 to 18 years.

This program is inspired and co-created by Mr. Shreyaan Daga, in association with CNBC TV18. Mr. Shreyaan Daga is the Co-Founder of OLL, who made history as the youngest presenter on Shark Tank India at the age of 18 and received funding.

Objective of the Program:

- The Entrepreneurship Accelerator Program aims to empower students with the skills, and practical experiences necessary to build a successful startup with innovation and raise funding for the same.
- Through a structured curriculum spanning various business departments, the program seeks to achieve the following objectives:

Instill Entrepreneurial Mindset:

- Foster a mindset of creativity, problem-solving, and risk-taking.
- Encourage students to embrace challenges as opportunities for growth.
- Build the skill of Grit in students

Develop Practical Business Skills:

- Equip students with practical skills in ideation, product development, marketing, sales, finance, legal, and technology.
- Provide hands-on experiences to enhance their ability to navigate real-world business scenarios.



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Cultivate Leadership and Teamwork:

- Develop leadership skills and the ability to lead and collaborate within a team.
- Provide opportunities for students to understand the dynamics of effective teamwork.

Enhance Financial Literacy:

- Improve financial literacy by introducing budgeting, financial planning, and investment concepts.
- Enable students to make informed financial decisions in both personal and business contexts.

Program Features:

- Boot camp – 56 hours training (7 days X 8 hours)
- Hand-on learning
- Real-world exposures
- Taught by Entrepreneurs
- Funding Opportunity
- School Recognition
- Exciting Prize money

Entrepreneurship Package:

Prerequisite	Basic fundamentals of business and money will be tested through an Olympiad <u>Exciting Scholarship will be offered to top 20 rank holders in Olympiad:</u> Top 10 rank holders will get 50% waiver & top 11 to 20 rank holders will get 25% waiver in Program cost as Scholarship.
Grades / Age	4th to 12th / 10 Years to 18 Years
Type	Boot camp cum Workshop
Training	Student Training for 56 hours (7 days x 8 Hours) 9 AM - 5 PM
Couse Fees	Rs. 9999/- Enrollment Cost



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Day-wise Agenda of the Entrepreneurship Workshop:

Building a Dropshipping Business (Marketing & Sales)

Days	Topic	Plan
1	Unveiling the Dropshipping Adventure Investigating Our Market	<ol style="list-style-type: none">1. Activity - What's your Dream?<ul style="list-style-type: none">• Understanding the Exciting World of Entrepreneurship2. Story - Steve Jobs (Apple)<ul style="list-style-type: none">• Discovering Our Niche: Products Brainstorming for Designer T-shirts• Brainstorming and Selecting Products with Broad Appeal.3. Game - Understand the Preferences of Target Consumers<ul style="list-style-type: none">• Identify Value Proposition, who has what needs• Creating Go To Market Strategy4. Activity - Practise Selling for Our Dropshipping Business (Persistence)5. Homework: Sell T-shirts on Ground and Get Feedback.
2	Marketing & Branding	<ol style="list-style-type: none">1. Recap : Discussion on Sales Strategies<ul style="list-style-type: none">• Competitors Research Analysis Story - Story: Seth Godin (Author & Marketing Guru)2. Story - Story: Seth Godin (Author & Marketing Guru)<ul style="list-style-type: none">• Exploring Creative and Effective Marketing Techniques.• Creating entire Brand book, & complete design and communication.3. Case Study : Expanding Apple Inc. into the Indian Smartphone Market<ul style="list-style-type: none">• Creating and Customizing Our Own Online Store.• Step-by-Step Guidance on Setting Up the Online Store.• Hands-On Session Populating the Store with Our Selected Products.• Make social media accounts.4. Case Study : Brand Image and Engagement Through Social Media (Nike)5. Homework : Marketing - Giving the message to most people.
3	Business Plan Making	<ol style="list-style-type: none">1. Game - on Discipline<ul style="list-style-type: none">• Providing Basic Customer Service Experience• Supply Chain Management• How to source the right vendor and Manufacturer?



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		<ol style="list-style-type: none">2. Case Study: Streamlining the Supply Chain for Samsung Electronics<ul style="list-style-type: none">● Handling Orders and● CRM Tracking3. Story - Warren Buffet<ul style="list-style-type: none">● Practical Budgeting, Tracking Revenue, and Managing Expenses● Simple Introduction to Legal Considerations in Business● Doing Accounts● Plan Vs Actuals4. Talk : Understanding Pricing Strategies and Profit Margins
4	Unveiling New Journey of Your own Startup Product Building	<ol style="list-style-type: none">1. Game : Team Building<ul style="list-style-type: none">● Create a Team divide roles and collaborate with each other.● Adapting to the Rise of E-Commerce in Traditional Retail Market (Walmart).2. Case Study : Netflix Work Culture3. Story : Richard Branson<ul style="list-style-type: none">● New Venture building● Steps to implement and execute your Idea● Business Ideation and Planning● Product Identification● Product Building4. Homework : Marketing & Sales Strategy
5	Marketing & Sales of your own Product	<ol style="list-style-type: none">1. Marketing Strategies discussion<ul style="list-style-type: none">● Create a Marketing plan2. Story - Jeff Bezos (Amazon)3. Sales and Customer Relations Workshop<ul style="list-style-type: none">● Sales Simulation: Closing Deals● Practical Sales Strategies4. Case Study – D-mart<ul style="list-style-type: none">● Order Delivery● Customer satisfaction
6	Fund Raising	<ol style="list-style-type: none">1. Game - Understanding the Basics of Fundraising<ul style="list-style-type: none">● Financial Planning for Fundraising2. Case Study<ul style="list-style-type: none">● Identifying Potential Funding Sources.



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		<ul style="list-style-type: none">• Crafting an Effective Pitch to Attract Investors.• Building and Maintaining Relationships with Investors.• Invite Angel Investors and Venture Capitalists for the event.
7	Panel Discussion & Felicitation and Award Ceremony	<ol style="list-style-type: none">1. Talks by Shark Tank Entrepreneurs<ul style="list-style-type: none">• Pitching to Marquee Investors2. Panel Discussion : Students become panelists<ul style="list-style-type: none">• Certification & Felicitation Ceremony

Important dates to be noted:

Date	Description
11th to 18th March 2024	Registration Open for Volunteership
18th March 2024	Registration Open for Olympiad
31st March 2024	Conduction of Olympiad Examinations Olympiad Examination will be conducted online (Objective based) through Sunita's Makerspace Quiz application portal.
01st April 2024	Result announcement of Olympiad
01st April 2024 to 30th April 2024	Registration Open for Entrepreneurship Programme
Mid of April 2024 – School Wise slots	Orientation for Entrepreneurship Program By Mr. Shreyaan Daga
3rd June 2024 to 9th June 2024	Entrepreneurship Program
9th June 2024	Prize Distribution Ceremony Winner – Rs. 50,000/- , Runner up – Rs. 30,000/- , Second Runner up – Rs. 20,000/- Certification to all Participants

For more details you can access this page - <https://smakerspace.com/synergy-entrepreneurship/#>

For more information, stay tuned to Sunita's Makerspace.

Good Luck for you future endeavors!