

ET THE ECONOMIC TIMES

Young Mind ENTREPRENEURSHIP Program

Batch 4 Registrations Open | Starts Aug 1 | Classes 6-12



Every Journey Leads To One Defining Moment

Proto-Pitch

From Prototype To Investor-Ready Pitch

Limited-Seat Batch. Register Today.

Email: changemakers@economictimes.com

Phone: +91 93551 01276

Website: <http://toi.in/proto-pitch>

SCAN TO REGISTER



PROGRAM FORMAT



Inviting Classes 6 - 12

No startup idea needed. We help students discover one.



Live | Online | Interactive

Weekend expert-led classes with mid-week doubt clearing sessions



5 Weeks | 35 Hours

30 hours of immersive learning + 5 hours of mid-week doubt clearing



1 Year Access

Recordings available for revision, missed sessions, and continued learning



Learning Resources

20 structured modules, templates, and frameworks to build a startup idea



Industry Leaders

Meet Your Mentors

Learn from founders who've built, investors who've funded, and leaders who've scaled



**Shivani Singh
Kapoor**
Co-Founder

Think Startup

Intellitots Learning



**Sanjeeva
Shivesh**
Co-Founder

Think Startup

The Entrepreneurship School



ThinkStartup is India's leading Entrepreneurship Education provider for school and college students. Touching over 1 lac students every year ThinkStartup is on a mission to unleash the entrepreneurial potential in our nation's youth and power the dream of Viksit Bharat.

This Is What Future-Ready Kids Learn

Skills for Tomorrow



Solve Real World Problems

Master Idea Dating, SCAMPER, and the Idea Funnel. Move beyond random brainstorming to a structured process that filters raw thoughts into validated opportunities.



Unlock Your Entrepreneurial Gene

Use ThinkStartup's EQ to assess your entrepreneurial personality and build the 10 core competencies every founder needs.



Design Your Dream Product — Fast

Go from idea to prototype using Design Thinking and Blue Ocean Strategy. Master AGILE methodologies and Low-Fidelity Prototyping.



Build Your Startup Blueprint

Experience step-by-step venture incubation. Create a Brand-Kit, Customer Value Proposition, and Operating Plan for your first 24 weeks.



Master "Startup Math"

Decode Revenue Modeling, Cost Structures, Break-even Analysis. Understand Cash Flow, Runway, and Funding Basics.



Pitch to India's Top Investors

Master Storytelling and Impactful Communication. Present your startup live before a jury of real-world investors.

WEEK 1 - IDEATION

Discover Opportunities & Unleash Creative Potential

Sat 1 Aug - 10 AM To 1 PM

Sun 2 Aug - 10 AM To 1 PM

Wed 5 Aug - 5 PM To 6 PM

You'll create

Idea Pad

Opportunity Map

S1

Who Is An Entrepreneur?

Exploring entrepreneurship through real-life Indian case studies.

S2

Building An Entrepreneurial Mindset

Embracing uncertainty and failure developing key mindset traits.

S3

Spotting Opportunities Around Us

Turning everyday problems into business opportunities.

S4

Ideation Techniques & Idea Pad

Unleashing creativity with structured ideation techniques.

WEEK 2 - VALIDATION

Test, Refine And Select Your Winning Business Idea

Sat 8 Aug - 10 AM To 1 PM

Sun 9 Aug - 10 AM To 1 PM

Wed 12 Aug - 5 PM To 6 PM

You'll create

60-Second Pitch

Opportunity Map

S5

Evaluating Ideas & Choosing One

Using DFV and Six Thinking Hats to select the best idea.

S6

Finalizing With A 60-Second Pitch

Crafting a clear and confident elevator pitch.

S7

Design Thinking & Prototyping

Building low-fidelity prototypes and gathering feedback.

S8

Understanding Market & Competition

Market sizing and competitor analysis.

WEEK 3 - STRATEGY

Build Your Business Model And Define Your Unique Value

Sat 15 Aug - 10 AM To 1 PM

Sun 16 Aug - 10 AM To 1 PM

Wed 19 Aug - 5 PM To 6 PM

You'll create

Business Model Canvas

CVP Statement

S9

Customer Research & Interviews

Real customer conversations to validate assumptions.

S10

Understanding Business Models

Exploring 10 business models and choosing the right fit.

S11

Design Business Model

Building low-fidelity prototypes and gathering feedback.

S12

Core Value Proposition

Defining what makes your solution unique and compelling.

WEEK 4 - EXECUTION

Create Your Brand Identity And Go-To-Market Plan

Sat 22 Aug - 10 AM To 1 PM

Sun 23 Aug - 10 AM To 1 PM

Wed 26 Aug - 5 PM To 6 PM

You'll create

Brand Kit

GTM Plan

Road Map

S13

Branding Basics

Build a memorable identity for your idea with the right name, message, and positioning.

S14

Marketing & Go-To-Market

Designing a GTM plan with realistic channels.

S15

Startup Roadmap

Planning the next 12/24 weeks with MoSCoW method.

S16

Operating Plan

Mapping day-to-day operations and responsibilities.

WEEK 5 - FINANCIALS & PITCH DAY

Master The Numbers And Pitch To Real Investors

Sat 29 Aug - 10 AM To 1 PM

Sun 30 Aug - 10 AM To 1 PM

Wed 2 Sep - 5 PM To 6 PM

You'll create

Financial Model

Investor Pitch Deck

S17

Revenue Model

Designing pricing and sustainable revenue streams.

S18

Costs & Unit Economics

Cost modeling, break-even, and financial viability.

S19

Cash Flow & Funding Basics

Cash flow, runway, and funding options.

S20

Final Pitch

Present to a jury of real investors and get feedback!

THE PITCH DAY



CREDENTIALS YOU EARN

Economic Times Certificate Digital + Physical

- ◆ Recognized by leading institutions
- ◆ Adds credibility to your profile
- ◆ Shareable on social media



CREDENTIALS YOU EARN

Project & Pitch Showcased on The Economic Times Platform

- ◆ Dedicated project showcase link
- ◆ National media exposure
- ◆ Stronger college applications

Featured on ET

The screenshot shows a web browser window with the URL economicstimes.indiatimes.com/young-entrepreneurs. The page features a profile for Shaurya Bhardwaj, Co-founder of EcoBloom. It includes a bio, a 'Best Startup Pitch' award with a \$50,000 grant, a list of programs like 'Young Mind Entrepreneurship Program' and 'AI Summer Camp for Students', and a 'CERTIFICATE OF ACHIEVEMENT' for 'Certified Young Entrepreneurship Practitioner'. On the right, there's a 'ENTREPRENEURIAL COMPETENCIES' bar chart comparing Shaurya's scores to a cohort median. Below that is a 'COHORT GROWTH' section showing a +38% increase in project views, media reach, and likes. The 'STRONGEST' competency is 'Risk Taking' with a score of 92 (Top 2%).

Competency	Score
Optimism	74
Creativity	74
Resilience	75.5
Independence	57.5
Vision	52
Risk Taking	92
Adaptability	71
Action Orientation	67.5
Self-Belief	64
Tenacity	64.2
Social	44
Individual Autonomy	61
Networking	52

Metric	Value
Project Views	28.6K
Media Reach	1.2M+
Likes	3.2K



CREDENTIALS YOU EARN

₹5 Lakh National Scholarship Pool

- ◆ Total scholarship fund of ₹5 Lakh
- ◆ Trophy & national recognition for top winners
- ◆ Awards distributed at jury discretion



CREDENTIALS YOU EARN

Startup Ecosystem Exposure

- ◆ Experience real startup environments
- ◆ Understand how ventures grow
- ◆ Exposure to entrepreneurial journeys



CREDENTIALS YOU EARN

Pitch Your Idea at the Prestigious ET Soonicorns Summit

- ◆ Pitch your startup idea on a national platform
- ◆ Receive feedback from founders, investors & CXOs
- ◆ Experience the real startup ecosystem firsthand



UPCOMING BATCHES

BATCH 4

Monsoon Cohort

 1 August 2026

Week	Day & Date	Morning Slot (IST)	Evening Slot (IST)
Week 1	Saturday 1 August	10:00 AM - 1:00 PM	
	Sunday 2 August	10:00 AM - 1:00 PM	No Evening Slot on Available
	Wednesday 5 August	5:00 PM - 6:00 PM	
Week 2	Saturday 8 August	10:00 AM - 1:00 PM	
	Sunday 9 August	10:00 AM - 1:00 PM	No Evening Slot on Available
	Wednesday 12 August	5:00 PM - 6:00 PM	
Week 3	Saturday 15 August	10:00 AM - 1:00 PM	
	Sunday 16 August	10:00 AM - 1:00 PM	No Evening Slot on Available
	Wednesday 19 August	5:00 PM - 6:00 PM	
Week 4	Saturday 22 August	10:00 AM - 1:00 PM	
	Sunday 23 August	10:00 AM - 1:00 PM	No Evening Slot on Available
	Wednesday 26 August	5:00 PM - 6:00 PM	
Week 5	Saturday 29 August	10:00 AM - 1:00 PM	
	Sunday 30 August	10:00 AM - 1:00 PM	No Evening Slot on Available
	Wednesday 2 September	5:00 PM - 6:00 PM	

NOTE: Both morning and evening slots cover the same session - feel free to join at the time that works best for you

[Start Your Journey Today ↗](#)

Your 5-Week Enterprise Outcome

Proto-Pitch

From Prototype to Pitch



A Validated Prototype

A Structured, Research-Backed Prototype Designed To Solve A Real-World Problem.

Tools & Frameworks

The Tools We Teach, The Skills They Build.

Creativity & Ideation

SCAMPER: A creative thinking technique to transform existing ideas into innovative solutions

Idea Dating: Rapid idea pairing to discover unexpected combinations & opportunities

Idea Funnel: Systematic filtering to prioritize the most viable concepts

MoSCoW: Prioritization framework to focus on must-haves vs nice-to-haves



Problem Solving

DFV Framework: Evaluate ideas based on Desirability, Feasibility, and Viability

Six Thinking Hats: Structured approach to analyze problems from multiple perspectives

Design Thinking: Human-centered methodology for creative problem solving

Brand-Kit: Build a cohesive visual identity that resonates with your audience



Customer & Market

Jobs To Be Done: Understand what customers truly need to accomplish

AGILE Framework: Iterative approach to build and adapt quickly based on feedback

Competitor Analysis: Map the competitive landscape to find your unique advantage

Research Interviews: Extract deep insights directly from your target users



Strategy & Planning

CVP Canvas: Define your Customer Value Proposition with clarity

Business Model Design: Structure how your venture creates and captures value

Blue Ocean Strategy: Create uncontested market space instead of competing head-on

Go-To-Market Plan: Strategic roadmap to launch and scale your product



Financial Acumen

Revenue Modelling: Project your income streams and growth trajectory

Cost Modelling: Understand and optimize your expense structure

Unit Economics: Measure profitability at the individual transaction level

Cash Flow & Runway: Manage money movement to ensure business survival



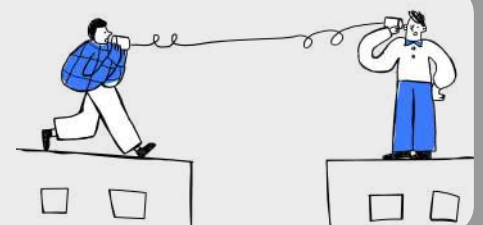
Communication

Story-telling: Craft compelling narratives that connect emotionally

Impactful Pitching: Deliver presentations that inspire action and investment

60-Second Pitch: Master the art of the concise elevator pitch

Investor Presentations: Build pitch decks that win funding and support



Shape Your Child's Future

Begin Their Entrepreneurial Journey Today

A live, expert-led program designed to turn ideas into real-world ventures.



Individual

Open to all students eager to explore and build entrepreneurial journey.

₹30,000



₹20,000 + GST

[Enroll Now](#)



School Group

For group of up to 5+ students enrolling together

₹30,000



₹18,000 + GST

[Enroll Now](#)



Bulk Deal

For schools and institutions seeking structured, large scale participation.

Custom

[Talk to Us](#)

Your Questions Answered



Do students need prior knowledge of entrepreneurship or business concepts?

No prior knowledge is required. The program is designed to start from the basics, and students will be guided step-by-step through idea development, prototype thinking, and pitching.

Since students from Class 6 to Class 12 are together, how will interaction be managed?

To ensure effective learning and interaction, students will be grouped into smaller segments based on age or grade levels during discussions and activities. This allows students to interact comfortably with peers of similar intellectual levels.

What happens if a student misses a class?

If a student misses a session, class recordings will be available for up to one year. In addition, if the student has questions after watching the recording, we can facilitate mentor interaction sessions to help clarify doubts.

Will students work individually or in groups while creating their prototype and pitch?

All activities in the program are individual-based. Each student works on their own idea, prototype, and pitch. The objective is to help every child explore their own thinking, creativity, and entrepreneurial potential rather than working in groups.

What is the final outcome for a student?

By the end of the program, students will have:

- A prototype of their startup idea
- A structured pitch presentation
- A deeper understanding of how ventures are built

More importantly, they develop an entrepreneurial mindset, a shift in the way they think about problems, opportunities, and their own potential.

The goal is not just to build companies, but to nurture confident, analytical, and enterprising young individuals.

What is the final outcome for a student?

By the end of the program, students will have:

- A prototype of their startup idea
- A structured pitch presentation
- A deeper understanding of how ventures are built

More importantly, they develop an entrepreneurial mindset, a shift in the way they think about problems, opportunities, and their own potential.

The goal is not just to build companies, but to nurture confident, analytical, and enterprising young individuals.

Why is an entrepreneurship program important for students today?

The world is changing rapidly with the rise of technology, innovation, and new business models. In such an environment, success increasingly depends not only on knowledge, but also on the ability to identify opportunities, solve problems creatively, and take initiative.

An entrepreneurship program helps students develop analytical thinking, resilience, leadership, and decision-making abilities. These skills are valuable whether a student eventually becomes a founder, joins a company, or pursues higher education.

More importantly, exposure to entrepreneurship at a young age helps students see challenges as opportunities, encourages independent thinking, and builds the confidence to transform ideas into meaningful solutions.

Your Questions Answered



Does the learning discontinue after the program ends?

No. While the structured 5-week program concludes, we are exploring the creation of a Young Mind Entrepreneurship Club for students who complete the program.

This initiative, currently under consideration, is intended to help students stay connected, continue interacting, and participate in future learning activities and opportunities, allowing their entrepreneurial journey to continue beyond the program.

What if a student feels like dropping out of the program midway?

If a student is struggling or losing interest, we encourage parents to reach out to our team. We will help re-engage the student, address challenges, and encourage them to complete the program successfully.

Who is this program designed for?

The Young Mind Entrepreneurship Program is designed for students from Grade 6 onwards up to college level who are curious about ideas, problem-solving, and how businesses are built.

The earlier students are exposed to entrepreneurial thinking, the more naturally they develop initiative, creativity, and independent problem-solving abilities skills that remain valuable across every career path.

How is the program structured?

The program runs as a 5-week live cohort experience with weekend sessions, making it manageable alongside school or college schedules.

Students participate in 40 expert-led modules delivered through interactive live sessions. All sessions are recorded and shared with participants so they can revisit the learning anytime.

The format encourages discussion, exercises, and guided project work, ensuring students actively apply what they learn.

What does the curriculum cover?

The program takes students through the complete journey of building a startup idea.

Students learn how to identify real-world problems, generate innovative solutions, understand customer needs, validate ideas, explore market dynamics, and develop basic financial and business thinking.

The curriculum is designed to be practical and application-oriented, helping students move from a raw idea to a structured venture concept.

How does The Economic Times motivate and encourage students in this journey?

Beyond learning, the program creates a high-energy entrepreneurial ecosystem for students.

Participants receive:

- Completion Certificate from The Economic Times
- Opportunity to compete for a ₹5 Lakh Prize Pool
- Showcase of their startup idea and pitch
- Startup ecosystem exposure, including visits to see how startups operate
- Opportunity to present their ideas at the Soonicorn Stage in front of CXOs, founders, and investors

These experiences help students feel part of a real innovation environment, not just a classroom program.

Young Mind ENTREPRENEURSHIP Program

Batch 4 Registrations Open | Starts Aug 1 | Classes 6-12



Limited-Seat Batch. Register Today.

Email: changemakers@economictimes.com

Phone: +91 93551 01276

Website: <http://toi.in/proto-pitch>

SCAN TO REGISTER

