

IVY YOUNG ENTREPRENEUR

PROGRAM SCHEDULE

JULY 12 - 26, 2020

Day	Session #	Time	Session Name	Session Description
Day 1 Sunday, July 12	Session 1	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	Introduction to Entrepreneurship	Harvard alum & Founder of IvyPlus Network, Swati Sahni would open the summer camp by introducing the elements of successful start-ups, myths and facts about entrepreneurship.
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			
	Session 2	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm GST	Masterclass on building the start-up muscle	A successful entrepreneur would share her journey of building several start-ups in a short span of life and how she developed the start-up muscle over the years.
Day 2 Monday, July 13	Session 3	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	Identifying Innovative Opportunities	Students would learn case studies of how some of the most innovative companies in the world were born. The goal of this session is for students to learn how to identify a 'need' around which they can build businesses
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			
	Session 4	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm GST	Masterclass on how to identify ideas that work	A successful entrepreneur will share his journey of building his start-up, with a focus on how to identify ideas to start-up.
Day 3 Tuesday, July 14	Session 5	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	What's My Business & How to Pitch It?	Students would learn how to create the perfect elevator pitch for their business. Thereafter, students will share their start-up idea with the whole group.
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			
	Session 6	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm	Masterclass on how to build a profitable business	A successful entrepreneur would share her journey of building her startup and her advice to students on how to build business plans that work.

		GST		
	Session 7	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	Team Creation	Students would be divided into teams based on the top 7 most voted ideas and their preference in joining a team. Thereafter, they will spend time in their team brainstorming the idea. Mentors from our team will support them in this process.
Day 4 Wednesday, July 15				with the group try to seek co-founders for their ideas.
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			
	Session 8	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm GST	Masterclass on the hard things about hard things	A successful entrepreneur would share his journey of building his start-up with a focus on all the hard things a founder goes through while building a company, including failure.
Day 5 Thursday, July 16	Session 9	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	Understanding Customers	Students would learn how market needs and demographics contribute to successful entrepreneurial ventures. They will spend time understanding how to create customer personas for their startups.
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			
	Session 10	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm GST	Masterclass on how to identify a market for their businesses	An entrepreneur would share her journey of building her start-up, with a focus on how students can identify large or niche markets where their product offerings would sell.
Day 6 Sunday, July 19	Session 11	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	Understanding Markets	Students would learn how to identify the right markets to develop businesses in and how to do market sizing for their businesses by learning concepts such as Target Addressable Market (TAM).
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			

	Session 12	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm GST	Business ethics and social impact	Students would learn through case studies on importance of ethics/social impact in business from a successful entrepreneur
Day 7 Monday, July 20	Session 13	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	Financial Principles of running a business	Students would learn the most important financial principles required for running a successful startup including revenue, cost, profit and unit economics
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			
	Session 14	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm GST	Masterclass on design thinking	Students would learn the principles of design thinking through a workshop format, where they will learn how to develop a prototype of a product.

				looks like and how s/he goes through several product iterations while building their product.
Day 8 Tuesday, July 21	Session 15	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	Crafting the perfect elevator Pitch	Students will watch some pitches made by popular startups and learn the key things required for making a pitch successful. Students would also practice their pitches and seek feedback during this session.
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			
	Session 16	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm GST	How to raise capital for your startup	Students would interact with a Venture capitalist to learn how Venture Capitalists decide which startups to invest in and learn the basics of fundraising for startups.
Day 9 Wednesday, July 22	Session 17	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	Mentor support & feedback on the business plan	Each group will be able to seek feedback and ask questions on their business from the mentors
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			
	Session 18	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm GST	Mentor support & feedback on the business plan	Each group will be able to seek feedback and ask questions on their business from the mentors

Day 10 Thursday, July 23	Session 19	10.30 am – 11.30 am AST/11.30 am – 12.30 pm GST	Demo Day	Students would pitch their business plans and present them to the group for feedback. Students and jury would select one team as the winner of the business plan contest.
	Break (11.30 am AST – 11.40 am AST/12.30 pm AST – 12.40 PM GST)			
	Session 20	11.40 am – 12.30 pm AST/12.40 pm -1.30 pm GST	Demo Day Continued	Students would pitch their business plans and present them to the group for feedback. Students and jury would select one team as the winner of the business plan contest.

- Students would have a 15 min Q&A and feedback session with the program facilitator on Saturday, July 18.
- Students will be expected to work for 30 min every day with their teams on their business plans