

Winter Startup Week

Profile Building Programme for **Grades 8-12**



DATE

7th January - 11th January



VENUE

On-campus, Gurugram



Trusted by *Top Schools*



HERITAGE
XPERIENTIAL
LEARNING SCHOOL



MAYO
COLLEGE
Ajmer, India



ADITYA BIRLA
PUBLIC SCHOOL



PATHWAYS
SCHOOL, GURGAON
EXCEL • WORK • PLAY • THRIVE • LIVE



DELHI PUBLIC
SCHOOL



Cambridge
INTERNATIONAL
SCHOOLS (CIS®)



THE EMERALD HIGH
INTERNATIONAL SCHOOL



The Aslan School



AMITY INTERNATIONAL
SCHOOL



STEP by STEP
EDUCATION

About *The Startup Week*

Masters' Union's Winter Startup Week is a high-intense **profile enhancing programme for young entrepreneurs in Grades 8-12**. Participants learn to **ideate a business concept, build early-stage prototypes, and pitch their startup** to real VCs.

5 Days, 5 Milestones



Milestone 1: Business Ideation & Customer Research

Brainstorm on worthy business problem & build strategic solutions for customer



Milestone 2: MVP Development & Prototyping

Learn to build your Minimum Viable Product (MVP) and create a working Prototype using Figma



Milestone 3: Finance in Startup

Master basics of budgeting, strategic pricing & effective cash flow management



Milestone 4: Growth Hacking with Marketing

Leverage AI tools like Lovable & more to build app & website of your startup



Milestone 5: Storytelling & Pitching Skills

Prepare an impactful Pitch Deck using Canva AI and present to Real-World VCs

Meet Your *Leaders*



Shyam Shankar

Experience & Strategy Head



Ajay Thandi

Co-Founder, Sleepy Owl



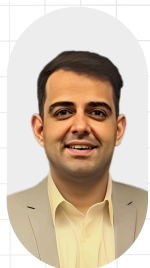
Gaurav Mehta

Ex-Chief Marketing Officer



Divyashish Jindal

Business Growth

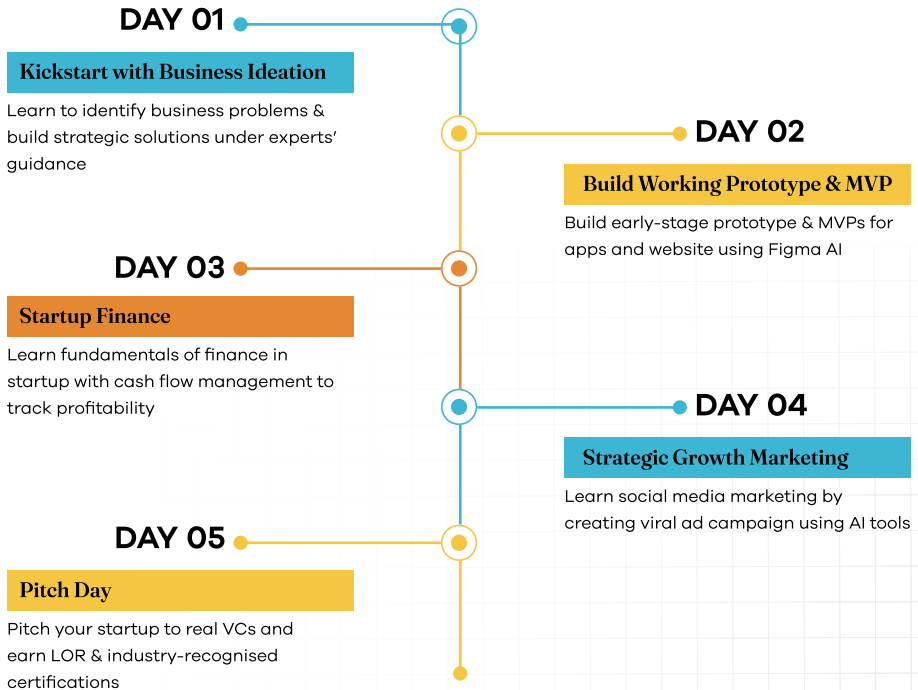


Shekhar Gera

Consumer Strategy & Marketing



Programme *Flow*



Programme *Outcomes*



LORs & Certification

Add weightage to college application with LORs & industry-recognised certifications



Build Early-Stage Startup

Stay ahead of your peers by learning business ideation, prototyping and build businesses successfully like a founder



Get Future-Ready with AI

Leverage next-gen tools to future-proof your innovative startups



Pitch to VCs

Connect with real VCs and get early access to Masters' Union's Incubator

Hear from *Peers Like You*



Yuvraj Agarwal

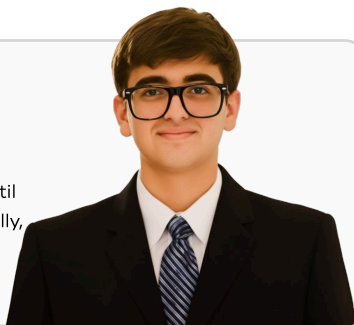
Harrow International School, Bengaluru

"This programme was unlike anything I've ever experienced. We weren't only learning through lectures but literally building one from scratch under real pressure."

Nimit Sadana

Modern School, New Delhi

"Running a startup at this age sounded impossible, until I actually did it. The mentors pushed us to think critically, take risks, and work like founders."



Registration Info:

Individual Registration: ₹44,999

Team Registration: ₹34,999 per person (minimum 4 members team)

- **Accommodation** can be provided on request at INR 3000/- per night
- **Lunch** costs are included in the fee

Date : 7th - 11th January

Time : 9:00 AM - 4:00 PM



<https://mastersunion.org/events/winter-startup-week>



Email: challenge@mastersunion.org



Contact: +91 9355926490



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Scan for Winter Startup Week