

# Winter Skills Week

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

**Dates:** 17th- 21st December | **Mode:** On-campus, Gurugram



Trusted by *Top Schools*



# All About *The Winter Skills Week*

Masters' Union's Winter Skills Week is a **profile building programme** for **8-12 grades school students**. In less than a week, **learn to build an app, create a viral marketing campaign, decode stock market and present to industry leaders** even before your college begins.

## *5 Days, 5 Skills* for Students to Learn

1	2	3	4	5
<b>App Designing</b>	<b>Social Media Marketing</b>	<b>Stock Market &amp; Investment</b>	<b>AI in Action</b>	<b>Public Speaking &amp; Storytelling</b>
Design app & website MVPs that enhance user experience using Canva AI	Decode ad virality, campaign-building, digital marketing strategy for profitability	Learn stocks, IPOs and trading along with psychology management	Get mentorship on AI tools like Lovable, no-coding platforms, etc	Learn the skills to communicate clearly and confidently with industry leaders

## What to *Expect* ?

- Increase college selection chances with **LOR and industry-recognized certification**
- Adopt the **high stakeholderhip & strategic mindset** like Zomato founder
- Stay ahead of your peers with **AI Mastery across business** disciplines
- **Network with industry leaders** from renowned brands
- Get early access to **Masters' Union Incubator**

## Meet Your *Leaders*



**Swati Ganeti**  
MD, Masters' Union | Co-Chair, CII



**Priyank Jain**  
Co-Founder, SoupX



**Abhay Middha**  
Founder & CEO, Livit



**Gaurav Mehta**  
Ex-Chief Marketing Officer



**Juhi Dugar**  
Investment Associate



# Day-wise *Programme Flow*



# Hear from *The Parents*



## Puneet Wadhwa, Country Head and Director at Hatch

"The programme was managed so smoothly from start to finish, and our daughter not only learned a lot but is now applying those lessons in school and beyond."



## Dinesh Dabas, Manager at Auxein

"My child gained confidence, new skills, and felt safe throughout. It was a truly enriching experience we absolutely loved it."



### Registration Info:

Individual Registration: ₹44,999

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

- + Accommodation is available for participants on request at ₹3,000/- per night
- + **Lunch** costs are included in the fee for students attending offline
- + Students will be required to be on campus from **9:00 AM to 4:00 PM** on all five days



<https://mastersunion.org/events/winterskillsweek>



Email: [challenge@mastersunion.org](mailto:challenge@mastersunion.org)



Contact: +91 9355926490



Tap to join the [@u18.club](https://www.instagram.com/u18.club) Instagram



Scan for Winter Skills Week