

**HANDS-ON
BUSINESS CHALLENGE**

WYC[®]

WORLD YOUTH
COUNCIL

STARTUP EDGE ⁷

#startupindia



What is Startup Edge?

Startup Edge is a transformational competition designed to inspire young people to become innovative change makers and to find roots into becoming entrepreneurs at an early age. Participants develop creative capacity, entrepreneurial confidence and acquire the necessary skills to build scalable startups that solve real problems as a part of teams.

The Program follows Harvard -MIT inspired approach of Design Thinking towards Entrepreneurship



Startup Edge 2018

Startup Edge is going to be conducted in several cities pan India including:

BANGALORE MUMBAI HYDERABAD RAJKOT CHENNAI PUNE
VODADORA INDORE KOLKATA DELHI ANAND



Industry Themes 2018

- Power & Energy
- Finance & Investments
- Food & Agriculture
- Travel & Hospitality
- Healthcare & Wellness

STARTUP EDGE⁷

10+
Cities

25+
Schools

1000+
Participants

National Startup Festival

Our Program

Participants are taken through a three day journey where they are assigned an industry theme keeping in mind their preferences.

The students then undergo several simulation rounds stepping into the shoes of the startup's founder and experience the life at a startup first hand.

Further then, the students are given a unique opportunity to create their own startup and pitch it to experts on the final day.

3

DAY EVENT



SIMULATIONS & TRAINING EXERCISES



DEVELOP IDEA AND BUSINESS PLAN



PITCH DIRECTLY TO INDUSTRY EXPERTS & INVESTORS

Day

1

Team Building,
Startup Simulation,
Problem Identification

Day

2

Problem Solving,
Business Model,
Pitch Deck Preparation

Day

3

Pitch deck Practice,
Final pitch to
panelists



Impact on Students

Startup edge gives all participating students a hands on experience on entrepreneurship like no other.

The result is so that students can do more when not in classrooms and take their ideas to the next level.

“

I feel so happy to finally be a part of a program that teaches us how to build ideas and take them to the next level. Even though the program is rigorously defined, it taught me to think creatively and freely. I am looking forward to the next WYC Startup Edge

”



PARTICIPANTS

- **Skill Development & Training:** Technical sessions provide focused development
- **Exposure:** Students get hands on visibility to the world of entrepreneurship.
- **Networking:** Opportunity with like minded peers, experts and industry leaders



Skill Development and Training



Access to Startup Edge Community



Networking



WINNERS

- **One on Mentorship:** The most promising idea and pitch wins the Startup Edge and will receive mentorship and support to nurture their startup.
- **Eligible for National Startup Festival:** The grand festival takes place in Delhi once every year and is host to the country's best industry leaders.



One on One Mentorship Support



Opportunity for Investment



Eligible for National Startup Festival in Delhi

Previous Startup Edge

PARTICIPATING SCHOOLS

Startup Edge has seen participation from some of the best schools in the country.

Some of these include :



JUDGES AND INFLUENCERS

WYC Startup Edge has hosted some of the world's finest industry leaders and thinkers, playing our part in ensuring that our event is a site of global conversations.

Some of these influencers include:



Deep Kalra
Founder & CEO,
Make My Trip



Arunabh Kumar
Founder & CEO,
TVF Media Labs



Ritesh Malik
CEO - Innov8,
Forbes 30 under 30



Ronnie Screwvala
Founder, UTV Group
Unilazer Ventures



Ankit Kawatra
Founder, Feeding India,
UN Young Leader

How you can participate



INTRA SCHOOL Startup Edge in your school

Exclusive Program

Introduce the opportunity to more number of students and expose them to a well needed entrepreneurial program. You school has the assurity that two teams from your school become eligible to apply for National Investor Pitch Event.

INTER SCHOOL Startup Edge in your city

Host

Become a venue partner for the inter school Startup Edge in your city. Benefits include:

- High visibility in entire city though logo presence on program material including in school invitations, banners, online, posts, etc.
- Exclusive Partnership with WYC
- Access to invited esteemed guests
- School is presented as a pro entrepreneurship educational hub

Participate

Make your school students participate in the inter school Startup Edge happening in your city

About World Youth Council

World Youth Council (WYC) is a leading organization working towards empowering youth development and action. WYC trusts that effervescent, empowered and earnest young people possess the power to change the world if they are supplemented with guided call to actions.



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