Registration is open from 21st to 31st December 2018

SBS WINTER PROGRAM

– A special 'little CEO's session'

ABOUT THE PROGRAM

FITI in collaboration with RMA is pleased to organize the Students Business Seedling (SBS) winter Program featuring a special little CEO's business session. The concept is inspired by "More Than a Lemonade Stand" https://www.eseedling.com/ to be conducted at children's level.

SBS program will introduce children to understand and explore opportunity to develop and implement their entrepreneurial skills. The 10 days program will provide young people with an entrepreneurial experience using the activities and business simulation as a platform towards discovering their own personal qualities, characteristic and attitudes as an entrepreneur.

The program is an initiative in promoting financial inclusion and literacy at the National level. It also aims to improve the financial capabilities by educating the NEXT generation and encourage entrepreneurial development amongst youth.

PROGRAM CONTENT

Little CEOs Session: The session will introduce children to understand and explore opportunity to develop and implement their entrepreneurial skills. Children will perform as little CEOs and learn through various interactive sessions with fun filled practical experiences on:

- Putting on the super thinking helmet – generating free thinking business ideas through their interest/hobbies and problem identification
- Financial literacy
- Giving your business a name! –Brand creation
- Kids Business Model Canvas(BMC)
- Where and who will buy? - business idea location and marketing
- How much? - Startup cost
- What comes in and what goes out? – Simple financials and valuations
- Idea Pitching

OBJECTIVES

- Expose children with a fun and exciting introduction to the world of entrepreneur.
- Train to start and run a business.
- Encourage children to use and enhance their innovation and creativity skills.

LEARNING OUTCOME

At the end of the program, the children will:

- Define clearly what Entrepreneur is and its significance.
- Explain the process for starting a business.
- Understand various financial and business concepts.
- Prepare a Business Model Canvas.
- Be able to run a successful business.

The session will also encourage group work participation with child friendly mentors and selected existing business projects. Children will undergo practical group ventures of 'learning to earn' with real experiences of managing a business and revenue generation.