

2015

# pehlaVenture

EXPERIENCING ENTREPRENEURSHIP

pehlaventure

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A group of like-minded individuals with decades of diverse industry experiences have come together to impact entrepreneurship in India – provide early exposure and immersive experience to entrepreneurship.

**pehlaVenture™** believes in bringing early learnings, impactful experiences in the field of entrepreneurship- in a progressive manner starting from school years. Today, first exposure to business & entrepreneurial education is much later – at best through under-graduate and graduate programs. Students aspiring to pursue other streams and fields (Ex: Science, literature etc..) have little opportunity to explore business and entrepreneurship in much later years.

Indian academic ecosystem provides strong foundations for students to become effective employees but lacks building blocks to create employers or importantly, **job creators**. India needs more employers and entrepreneurs over the next 2 decades given the future over-supply of skilled young talent.

**pehlaVenture™** will use innovative methods to take children through the journey of setting up a business - from ideation to business realization. This program will bring together a network of NGOs solving socially relevant problems and access to proven-entrepreneur mentor network as its resources, giving the child an immersive experience of setting up and running a business.

## pehlaVenture™ value to children

Subjects like Math, Science, History, Geography, Language, specific streams in science (medicine, engineering) and commerce (economics, accounting), is learned over years of education. Through this, one develops interests and insights, likes and dislikes to these fields and make professional and career choices. First exposure to business and entrepreneurship is not until much later in ones lives, be it for education or livelihood.

Our goal is to provide first experience and exposure to entrepreneurship at an early age. Through pehlaVenture we provide insights into what it takes to ideate, build a team to setup and run a business – the science and psyche. This does not come in the way of or compromise mainstream education. Instead it will apply them and develop complementing skills in the context of business. For children, this exposure will trigger creativity and develop their confidence.

What is the right age for first exposure to entrepreneurship? When the mind is fresh, when there is minimal bias to the subjects learned and when there is no pressure to perform.

pehlaVenture will provide the child an immersive experience via the innovative methods, that is neither pedagogic nor prescriptive. It will use real life action-learning methods to set up a venture in an controlled environment that its simple, valuable and secure for children.

This will make children well-rounded - Creative, confident, self-made.

## pehlaVenture™ value to parents

pehlaVenture™ gives parents an opportunity to give their child exposure to entrepreneurship at an early age when their minds are fresh and this can create interest and spark the imagination of the child. An opportunity for parents to be part of their child's learning experience – observing how ideas and ventures evolve (pehlaVenture Online Platform), being an investor in child's pehlaVenture, being the pehla customer of the child's pehlaVenture.

The child will learn at an early age that careers and livelihood need not be restricted to employment but also from building and creating their own ventures.

Your child will dream differently and find new avenues to realize their potential from various subjects they learn during school and college education.

## pehlaVenture™ value to schools

An opportunity to provide another dimension of education. A mechanism to assess student's cumulative record of learning and behaviour (Observe and measure: Team-work, Courage, Innovation, Improvisation, Creativity, Perseverance, Money-wise, Accountability, Diligence, Leadership).

Recognition via producing more self-made successful citizens. Certification from pehlaVenture™ will be relevant for higher education studies that requires practical experience and time spent on social causes.

## pehlaVenture™ and mentors

Childhood trysts with entrepreneurship contribute significantly to adult successes. Many successful entrepreneurs of today had their first exposure to entrepreneurship during their growing years - through exposure to family run business or trying to sell during school years.

pehlaVenture™ will bring mentors from diverse fields which will provide a window for children to interact with mentors and learn from their experience. Mentors not only share their experiences with children but also dedicate time for mentoring children on their ideas and live through the experience of pehlaVenture. Inspirational stories and mentoring are key aspects of leveraging the mentor network.

## pehlaVenture™ and social awareness

pehlaVenture™ will work with a network of NGOs focused on a variety of social causes. pehlaVenture™'s innovative methods will leverage these organizations to match children's social interests and weave them into their pehlaVenture journey.

- Channel funds from the pehlaVenture projects to social causes
- Products from NGOs used and/or sold via pehlaVenture™ projects
- pehlaVenture ecosystem (Schools & Parents) bridge needs of NGO