

STARTUP SUMMER SCHOOL

More Than a Summer School, It's Your First Startup!

ABOUT AIC NMIMS

AIC NMIMS is a thriving hub for ambitious startups and student innovators, fueling groundbreaking ideas with expert mentorship and industry connections. As a sector-agnostic incubator, we empower entrepreneurs with the resources to transform bold visions into successful ventures.

Whether you're a budding founder or a student eager to explore the startup ecosystem, AIC NMIMS is where innovation meets opportunity!



– Scott Belsky,
Co-founder, Behance



WHAT IS STARTUP SUMMER SCHOOL?

At Startup Summer School, we believe entrepreneurship is more than just building businesses—it's about cultivating innovation, problem-solving, and leadership for the future.

Hosted at the renowned NMIMS Bengaluru, a hub of academic excellence and entrepreneurial spirit, this immersive program blends real-world startup experiences with cutting-edge learning. Designed to empower the next generation of changemakers, our curriculum—thoughtfully curated by experts—ensures that students don't just learn about entrepreneurship, but experience it firsthand.

Entrepreneurship & Innovation Skills



Leadership & Pitching Skills



Strategic Thinking



Team Building





ABOUT BENGALURU CITY

Bengaluru is India's ultimate startup hub, buzzing with young entrepreneurs and cool tech innovations! It's the birthplace of big names like Flipkart, Swiggy, and Zerodha, and has thousands of startups working.

With tons of incubators, accelerators, and co-working spaces, the city is a dreamland for startup enthusiast. If you love innovation and technology, Bengaluru is the place to be!

ABOUT NMIMS BENGALURU

NMIMS Bengaluru has a full-fledged campus located on Bannerghatta Road. NMIMS Bengaluru offers various Masters and Under-graduate programs.

The Bannerghatta campus, spans 8.5 acres with open, naturally lit spaces. It includes outdoor and indoor sports and an ultra-modern kitchen and cafeteria.



THE AIC-NMIMS EXPERIENCE

1

Exclusive 10-Day Immersive experience (NMIMS Bengaluru) – Explore Entrepreneurship through immersive modules and an activity based learnings.



2

Expert-Led Mentorship – Direct interaction with industry leaders, startup founders, and business experts for a hands-on learning experience.



3

Experiential Learning Beyond the Classroom – Engaging adventure camps, and hands-on prototyping to stimulate creativity and innovation.

BENEFITS OF THE PROGRAM



Develop entrepreneurial thinking and problem-solving abilities.



Exposure to real-world business scenarios.



Learn collaboration and leadership through projects.



Build strong presentation and persuasion skills.



Enforce career and college readiness with future-ready skills.



Interactive and engaging modules with hands-on activities and discussions.

PROGRAM OVERVIEW

- 10-Day immersion in NMIMS Bengaluru campus.
- Accommodation and meals in NMIMS Bengaluru hostel.
- In-city travel in Bengaluru with experiential visits and camping/nature walk opportunities.
- Merchandise and startup kits.
- Certificate of Achievement with international recognition.
- Free one-year mentorship with AIC-NMIMS Incubation Centre.



DATE

May 22, 2025 - May 31, 2025

LOCATION

NMIMS Bengaluru Campus

ELIGIBILITY

Grades 8 to 12

MODE

Residential (Offline)

DEADLINE

May 15, 2025

HOW YOU'LL LEARN



Hands-on Activities



Expert-led Sessions



One-on-one Mentorship



Peer Interaction



Masterclass on Prototyping



Group Projects



MODULES

MODULE	DURATION	CONTENT
Module 1 Introduction & Idea Development	9 hours	<ul style="list-style-type: none">• Introduction to Entrepreneurship• Building Your Dream Startup Vision Board• Introduction to Design Thinking• Identifying Market Needs• Idea Development
Module 2 Market Research & Analysis	6 hours	<ul style="list-style-type: none">• Types of Market Research• How to conduct Market Research• Creating surveys• Market Analysis - SWOT Analysis & Competitive Analysis
Module 3 Product Innovation & Development	6 hours	<ul style="list-style-type: none">• Product Development Stages• Introduction to Prototyping• Prototyping Tools & Techniques• Product Strategy & Innovation



A great learning experience – from pitching my venture in front of a jury, to making an MVP, to getting feedback from my TG and honing my business skills added another medal to my tally.

Jinal Shah, JBCN International School

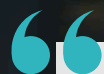


The program provided a well-rounded understanding of core business functions, fostered critical thinking, and enhanced my problem-solving skills in the real world through pitch presentations and group projects that took place in the program.

Manya Bharadwaj, Ecole Global International School

MODULES

MODULE	DURATION	CONTENT
Module 4 Marketing & Branding	5 hours	<ul style="list-style-type: none">• Introduction to Digital Marketing• Building Digital Marketing Plans• Identifying Your Customers• Building Customer Personas• Personal Branding for Entrepreneurs
Module 5 Business Modelling	6 hours	<ul style="list-style-type: none">• Introduction to the Business Model Canvas• Revenue Streams• Cost Structure & Pricing Strategies• Standing out in the Market
Module 6 The Art of Pitching	8 hours	<ul style="list-style-type: none">• How to Pitch Ideas• Sources of Funds for Startups• Mock Product Presentations• Graduation Pitch



A spark which turned into fire during this journey of entrepreneurship and those sessions that have carved and polished us from being a Newbie to put us in a position where we can pitch our Ideas confidently!!

Samridh Saha, Jamnabai Narsee School



Every session was extremely detailed and helpful. The mentors were very cordial and would provide us with every piece of knowledge that we would need. Post this program, I am confident that with a little more efforts on my end, I can surely look into having my own startup soon.

Riva Jain, RN Poddar School

ENROLLMENT & ADMISSION

Scan the QR code below to fill out our Enrollment Form:




Additionally, the student will be required to submit an essay along with his/her application. (Details of the same will be provided during the interaction)

PAYMENT OF FEES

At the time of booking, before the payment of fees, we will schedule an interaction with the student and parents. Payment needs to be made via the online mode, within 5 days after the interaction.

QUESTIONS?

Our Admissions Team is available for questions and enquiries via:

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 022-42355560 / +91 9322366919



"If you can dream it, you can do it."

– Walt Disney



**ATAL
INCUBATION
CENTRE**

X



BENGALURU

