



ATAL  
INCUBATION  
CENTRE

# STARTUP WINTER SCHOOL

Where Students Become Founders



MUMBAI



## 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!

# WHAT IS STARTUP WINTER SCHOOL?

Startup Winter School is a 7-day residential program for students from Grades 8–12 to experience the world of startups firsthand. the course is designed to spark entrepreneurial thinking, problem-solving, and leadership.

Hosted at NMIMS Mumbai the program goes beyond theory, students will ideate, build prototypes, interact with founders, visit startup offices, and pitch their ideas to experts.

It's an opportunity to step out of textbooks, develop problem-solving skills, and gain the confidence to think and lead like an entrepreneur.



*“It’s not about ideas. It’s about making ideas happen.” – Scott Belsky*





## ABOUT MUMBAI CITY

Mumbai is India's financial capital and a city that never stops hustling! It's home to major corporations, creative startups, and some of the country's top entrepreneurs. From fintech to fashion tech, Mumbai's startup scene is diverse and full of opportunities.

With countless networking events, coworking spaces, and investors around every corner, the city gives young innovators the perfect springboard to bring their ideas to life. If ambition drives you, Mumbai is where your startup story can begin!

## ABOUT NMIMS MUMBAI

Located in Vile Parle (West), NMIMS Mumbai is the university's main campus and home to a diverse range of undergraduate and postgraduate programs. The campus is well-connected to the city and offers students access to modern facilities such as a well-stocked library, state-of-the-art classrooms, and dedicated student spaces. Its location near Mumbai's corporate and cultural hubs makes it a vibrant place to study and explore.



# The AIC-NMIMS EXPERIENCE



## **Exclusive 7-Day Immersive Program:**

Startup Winter School is a 7-day immersive program where students experience entrepreneurship through hands-on modules and activities. They learn by exploring ideas, working in teams, and building real skills in an exciting way.



## **Expert-Led Mentorship:**

At Startup Winter School, students learn from successful founders and leaders, gaining real-world insights that turn ideas into impact, building clarity and confidence for school, college, and beyond.



## **Experiential Learning Beyond the Classroom:**

The program goes beyond classrooms with outdoor activities, creative challenges, and prototyping. Students build teamwork, problem-solving skills, and confidence while enjoying the journey of learning by doing.

# BENEFITS OF THE PROGRAM



Develop entrepreneurial thinking and problem-solving abilities



Exposure to the 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





# PROGRAM OVERVIEW

Eligibility Criterion:

**Any student between Grade 8-12**

Location:

**NMIMS Mumbai**

Mode:

**Residential**

Duration:

**7 Days**

Program Date:

**December 24, 2025 -  
December 30, 2025**

Program Fees:

**INR 85,000 (Inclusive of all)**

Application Deadline:

**December 10, 2025**



# HOW YOU'LL LEARN



Hands-on Activities



One-on-one Mentorship



Expert-led Sessions



Prototyping Masterclass



Peer Interaction



Group Projects





## Module 1

### Leadership & Vision to Start a Startup

- Introduction to Entrepreneurship
- Leadership & Startup Vision
- Problem Discovery & Design Thinking
- Idea Development & Conceptualization
- Startup Vision Board

## Module 2

### Market Research & Customer Discovery

- Crafting an Elevator Pitch
- Types of Market Research
- Customer Discovery Techniques
- Creating Surveys & Collecting Insights
- Market Spy Mission

## Module 3

### Product Development & Prototyping

- Product Development Stages
- Deep Dive into Prototyping
- Creating Digital Prototypes
- Inventor's Workshop Simulation

# Modules



## Module 4

### Product Strategy & Business Modelling

- Business Model Canvas (BMC)
- Product Strategy & Innovation
- First-level Pitch Presentations

## Module 5

### Marketing & Branding Strategies for Startups

- Marketing & Content Creation
- Branding & Digital Marketing Tools
- Building Customer Personas
- Personal Branding for Entrepreneurs

## Module 6

### Art of Pitching & Fundraising

- The Art of Pitching and Fundraising
- Mock Pitch Presentations
- Startup Visit





## Sorabh Dhingra

"Enrolling my child in the **Startup Summer School** was a very good decision. Not only did they gain real-world business skills, but their confidence and creativity truly blossomed. The mentors were incredibly supportive, and the hands-on experience gave my child a sense of direction. I'm genuinely impressed."

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## Seemant Handa

"When we signed up for the AIC NMIMS **Startup Summer School** in Bangalore, I didn't know what to expect but I can say now it was one of the best decisions we've made. My daughter came back so excited and full of ideas. Her confidence was out of the world. She actually started thinking like an entrepreneur. The sessions weren't just educational they were engaging, practical and very inspiring. I'm really thankful to the team for creating such a positive and encouraging space for the young minds."

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## PARENTS' TESTIMONIALS





# ENROLLMENT & ADMISSION



**Scan the QR code to land on enrollment page:**

Click on the 'APPLY NOW' button and fill out the application 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 online mode, within 5 days after the interaction.

## QUESTIONS?

Our Admissions Team is available for questions and enquiries via:



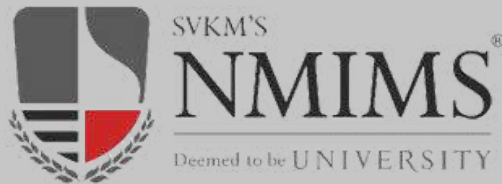
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*"If you can dream it, you can do it."*

– Walt Disney



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<https://aic.nmims.edu/students-programs-startup-winter-school/>



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