



ATAL
INCUBATION
CENTRE

STARTUP WINTER SCHOOL

Build Your Startup This Winter

For Grade 8 - 12



Hosted at
NMIMS Campus



7-Day Residential
Program



Mentored by Founders
& Industry Experts



Real Startup
Building Experience

ABOUT AIC NMIMS

Hosted at SVKM's NMIMS, Startup Winter School is powered by AIC NMIMS, an incubation centre supported by Atal Innovation Mission (AIM), NITI Aayog. Students don't just learn about entrepreneurship, they experience it within a thriving startup ecosystem, surrounded by founders, mentors, and innovation.

“

Empowering ideas.
Building startups.
Creating impact.”



200+

Startups Incubated



17+

Cohorts Conducted



24+

Startups Funded



3,000+

Jobs Created

We don't just incubate startups.

We build future-ready founders.



Strong
Ecosystem



Expert
Mentorship



Growth
Opportunities



End-to-End
Support



WHY STARTUP WINTER SCHOOL?

“The best time to build an entrepreneurial mindset is now.”

Every successful startup begins with a problem worth solving.

Entrepreneurship begins with curiosity, not just business ideas. Startup Winter School helps students develop an entrepreneurial mindset by learning how to identify real-world problems, validate ideas, build innovative solutions, and confidently present them in just seven days.



Develop an
Entrepreneurial
Mindset



Solve Real-World
Problems



Strengthen Leadership
& Teamwork



Present Ideas
with Confidence

PROGRAM MODULES

Explore the key concepts and practical skills behind building a startup, from identifying a problem to presenting your solution.



Module 1

Leadership & Vision to Start a Startup

- What does it mean to be an entrepreneur?
- How do successful startups identify the right problem?
- How do ideas become real startup concepts?

Module 2

Market Research & Customer Discovery

- How to identify target group through Market Research?
- How do startups collect valuable customer insights?
- Why do consumer insights matter before building a product?

Module 3

Product Development & Prototyping

- How to turn an idea into a real product?
- Why do startups build prototypes before launching
- How do you build your first digital prototype?

Module 4

Product Strategy & Business Modelling

- How do you build a sustainable business model?
- How do you develop a go-to-market strategy?
- Why do patents, trademarks, and IP matter?
- How to create a Business Model Canvas?



Module 5

Marketing & Branding Strategies

- Why is marketing essential for every startup?
- Why does brand building matter from day one?
- How do you build a brand through content creation?
- Founder-Led Startup Visit



Module 6

Art of Pitching & Fundraising

- What is Fundraising?
- Where, how, and when do startups raise funds?
- How to master the art of pitching?
- How to create a financial plan for your startup?
- Final Pitch Presentations



ENTREPRENEURSHIP IN ACTION

*Real Experiences.
Real Impact.*

Entrepreneurship is best learned by doing. Throughout the program, you'll work on real challenges, build your startup idea, collaborate with your team, and learn from founders and mentors along the way.



Exposure & Startup Visits



Industry Insights



Hands-On Learning



Build. Present.



Think Bigger



Build Together



Create Solutions



Make an Impact

WHAT YOU'LL LEAVE WITH

In just seven days, you'll gain more than a memorable experience. You'll leave with practical skills, a founder's mindset, meaningful connections, and the confidence to turn ideas into action.



**Startup Building
Skills**



**Problem-
Solving Skills**



**Startup Pitch
Experience**



**Lifelong
Network**



**Certificate of
Participation**



**Confidence to
Build What's Next**



One year of post-program
mentorship from AIC NMIMS



Letter of Recommendation
from AIC-NMIMS

PARENTS' TESTIMONIALS

What parents observed after their child's Startup School experience.

“When I enrolled my daughter, she believed she was already an entrepreneur. After attending Startup Summer School, every time we spoke, she would say, 'Mumma, there's so much to learn.' That was the biggest takeaway for me. The program helped her understand that entrepreneurship is a journey of continuous learning.”

Mili Tater - Parent of Diva Tater
Jodhpur

“When I found Startup Summer School, I felt it was the perfect opportunity for my daughter. The biggest surprise was seeing how much she changed in just seven days. Even through our video calls, I could see the difference in her confidence and the way she expressed herself.”

Seema Singh - Parent of Sharanya Singh
New Delhi

“Swarnim had just completed Grade 7 when he joined the program and was the youngest founder in his cohort. He confidently pitched his startup idea and secured 3rd place in the final presentation. Presenting before a distinguished panel, including experts from Ivy League institutions, greatly boosted his confidence, presentation skills, and entrepreneurial thinking. The mentorship and exposure at AIC-NMIMS made this a truly enriching experience, and we highly recommend it to young students.”

Radheya Saraf - Parent of Swarnim Saraf
Pune



STUDENTS' TESTIMONIALS

A week of learning. Countless breakthroughs.
Here's what our students have to say.



"It had always been a dream for me to build something of my own. At Startup Summer School, we learned everything about building a startup, from understanding customers and validating ideas to pitching confidently. Everything was taught in detail, and the mentors were always supportive, offering guidance instead of discouragement."

Sanvi Agarwala

Grade 11
Modern High School for Girls
Kolkata

"I came here to learn about startups, but I ended up learning much more. I enjoyed working with my teammates, learned leadership, explored tools that will help us in the future, and gained a better understanding of what it takes to build a business. I had a wonderful experience throughout the program."

Riddhi Agarwal

Grade 12
Asansol North Point School
West Bengal

"This program showed me how entrepreneurship can change your life and how startups are built. Even though I was younger, the teachers supported me throughout, making it easy to understand entrepreneurship step by step. It was a very valuable experience for me, and it gave me the confidence to explore entrepreneurship further."

Divit bhutani

Grade 8
Delhi Public School
Surat

Many more stories. Many more futures in the making.

Hear Their Stories 

Scan to hear directly from
our students.



EVERYTHING YOU NEED TO KNOW

All the essential details
for your Startup Winter School journey.



FEES

Residential:

INR 95,000/- (Incl. of taxes)

Non-Residential:

INR 85,000/- (Incl. of taxes)

Early Bird Benefit

Save ₹10,000 on the program fee

Valid for limited time only



DURATION

7 Days



ELIGIBILITY

Grade 8 – 12



MODE

**Residential/
Non-residential**



LOCATION

**NMIMS
Mumbai**



Batch 1:

Nov 9, 2026 – Nov 15, 2026

Batch 2:

Dec 24, 2026 – Dec 30, 2026

THE MOMENTS YOU'LL REMEMBER

*These could be
your moments.*



It's not just about building startups.

It's about building memories, mindsets and a future you're proud of.

THIS WINTER, BUILD WHAT MATTERS.

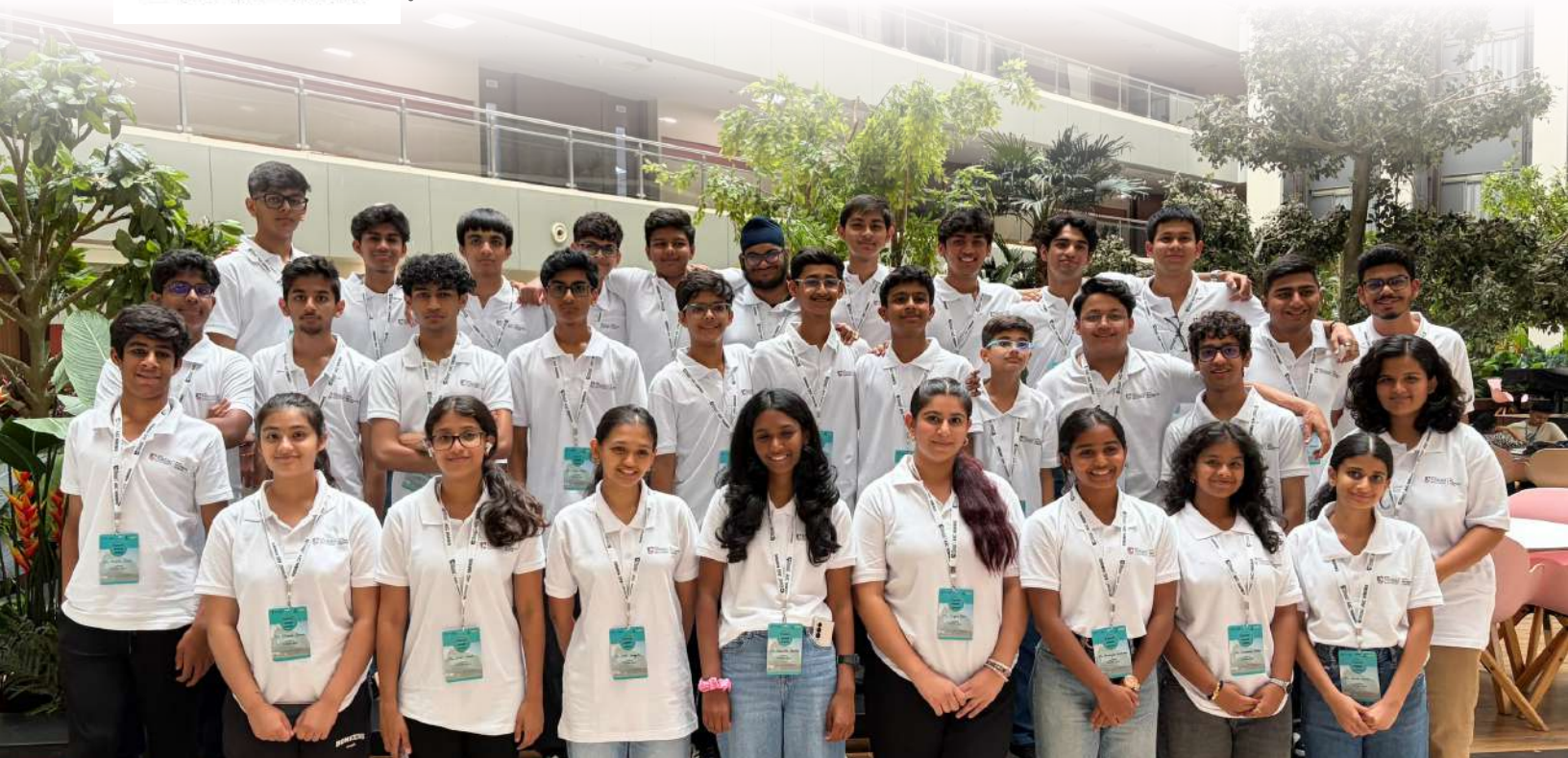


Scan to apply

Begin your
entrepreneurial
journey with AIC
NMIMS



Applications are now open for
Startup Winter School



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