ATL TINKERPRENEUR 2023

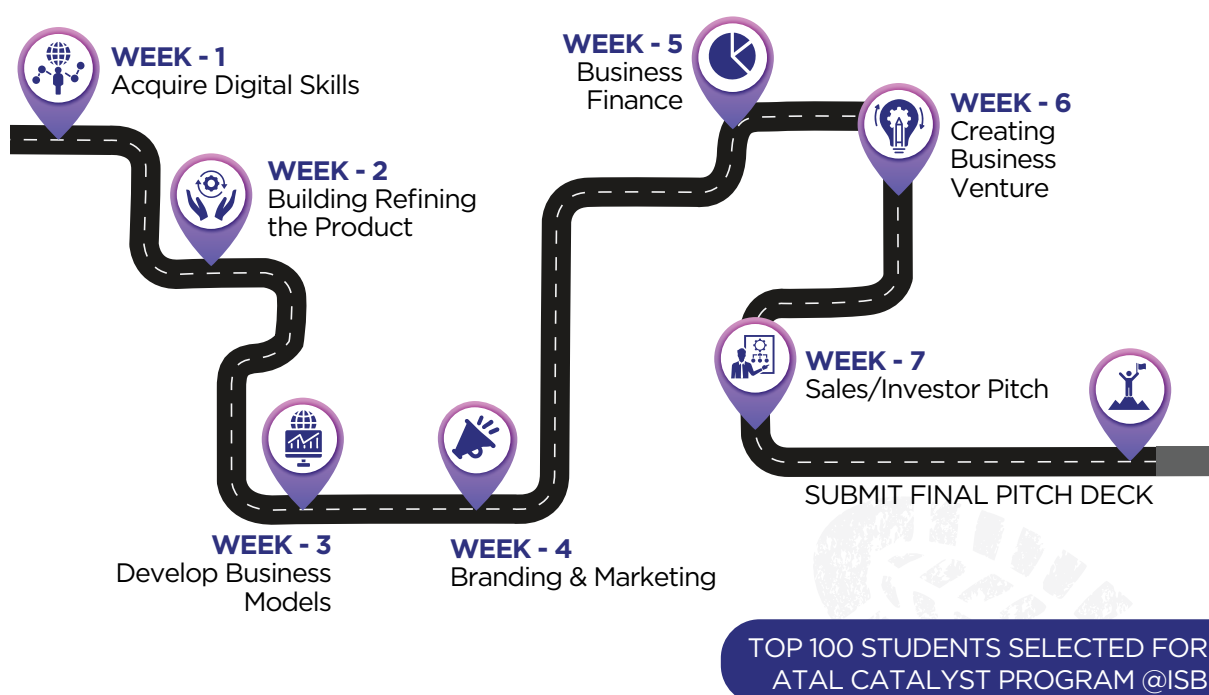## WELCOME TO THE TINKERPRENEUR

BOOTCAMP

ABOUT TINKERPRENEUR

Tinkerpreneur is a 7-week long summer bootcamp in June – July which equips students with foundational knowledge of key digital and entrepreneurial skills to create their own online venture by the end of the bootcamp.

A Goal to Work Towards!

- Top 100 students to get dedicated mentoring and funding

- Top 50 mentors to get special recognition

- Additional rewards for teams from aspirational districts, rural areas, frontier regions like North East, J&K.

WEEKLY ROADMAP

WEEK - 1
Acquire Digital Skills

WEEK - 2
Building Refining the Product

WEEK - 3
Develop Business Models

WEEK - 4
Branding & Marketing

WEEK - 5
Business Finance

WEEK - 6
Creating Business Venture

WEEK - 7
Sales/Investor Pitch

SUBMIT FINAL PITCH DECK

TOP 100 STUDENTS SELECTED FOR ATAL CATALYST PROGRAM @ISB

The bootcamp will leverage the knowledge and hands-on involvement of ATL Mentors of Change and combine it with insights from industry leaders to provide students a thorough introduction to entrepreneurship.

Glimpses from ATL Tinkerpreneur 2022

The second edition of the entrepreneurship bootcamp conducted by AIM was a 9-week program conducted in May – June 2022.

It witnessed the participation of 5000+ student teams and 900+ Mentors of change. The Top 100 students are undergoing a 5-week special mentorship program with Indian School of Business to learn advanced business skills. The top 20 teams will get a chance to pitch to investors for grants/fellowships to take their product to market.

AIM also conducted 50+ Live sessions in English and 6 regional languages with a viewership of over 4.5 lakhs.

50,000
Students Participated

1,000
Mentors Participated

24,000
Girl Participants

243
Women Mentors

43
Expert Live Sessions Conducted

6
Regional Languages covered in Sessions

4L
Views on YouTube Sessions

30+
Digital and Entrepreneurial Skills Taught

Find out more here - https://aim.gov.in/ATL-Tinkerpreneur/index.html

Special Additions from last year

- Podcasts in Vernacular Languages to reach a broader audience and remove regional barriers.

- Additional relevant and modern digital skills such as Cybersecurity, ChatGPT.

- Weekly challenges with leaderboards

What's in it for you?

By the end of the bootcamp, students would have a complete digital product and business venture created by themselves with the help of Mentors & ATL In-Charges.

For Everyone: Students, Mentors & ATL In-Charges

- A repository of technical skills, do-it-yourself content, simple assignments & weekly challenges to enable students to create their own digital product by building their technical, business & entrepreneurial abilities. Good learning opportunity and access to the digital repository for mentors & teachers.

- Exclusive entry to the world of knowledge via AIM's Masterclass Sessions of experts, top entrepreneurs, CEOs, CMOs, COOs and many more accomplished personalities.

- Opportunities for students to become a **student peer-to-peer mentor** for fellow students and get recognized for mentoring efforts.

- Opportunity for mentors to create monumental impact by targeted mentoring for students via a fixed curriculum and content.

- Mentors & Teachers play a significant role in transforming the next generation of tinkerers into budding entrepreneurs. Teachers can get mentored along with their students by skilled Mentors of Change.

- Exemplary recognition opportunities, prizes and certificates to be won for all, such as invites to annual Mentor Round Table for mentors & teachers, while exceptional prizes for students.

End goal

The end goal for ATL Tinkerpreneur is two-fold:

1. To enable students to transform into entrepreneurs from innovators

2. Facilitate a healthy collaboration between Students, Mentors and ATL In-charges on one platform.

Structure & Curriculum

The Tinkerpreneur bootcamp is spread across 7 weeks of learning. Starting from learning digital skills to pitching the final digital business, the bootcamp will teach you all there is to know about starting a digital business venture.

1. **Masterclass Sessions – Live expert led sessions and workshops conducted by AIM.** These will be hour-long sessions taken by top entrepreneurs, business heads, academicians, RMoCs, MoCs, and AIM Partners. Our last year's sessions can be found here - https://youtube.com/playlist?list=PLe8QoqrwXb4R1HPZLQrSGkVEZNf8iJxbZ

2. **Handhold Me Sessions** – Weekly Sessions conducted by exceptional students from previous editions of the Tinkerpreneur, providing advice and sharing their own personal experiences. This will allow students to better understand the topics.

Curriculum for 7 Weeks

1. **Acquire Digital Skills** – Learn from the repository of 18+ technology skills

2. **Building & Refining the Product –** Refine your knowledge of technical skills by building your own digital product (App/Website). Subsequently improve and refine your product in terms of design and functionality.

3. **Develop Business Models –** Learn about different kinds of Business models and create a model for your product

4. **Branding & Marketing –** Learn about branding, marketing, and consumer behaviour. Use the knowledge to design your own logo, brand and a marketing campaign for your product

5. **Business Finance –** Learn about different financial components of a business. Create your own financial documents for your business

6. **Creating Business Venture –** Learn how to effectively launch your business venture. Learn about the art of networking, how to manage your operations of the business. You will also learn about negotiation skills and how to build and grow a team for your business.

7. **Sales/Investor Pitch –** Learn how to pitch like a pro to your customers or to investors with a crisp presentation.

RECOGNITION

1. **Leaderboard –** Week wise Top teams will be published on the Portal nationally and statewise

2. **Certificates –** All participants will win certificates from AIM, NITI Aayog. Top students and mentors will win certificates of excellence for various categories

3. **Top teams –** Special mentorship program with AIM Partners to support in taking the business to App store and to customers

4. **Prizes –** Special prizes funded by AIM partners for top teams and mentors.

5. **Annual Mentor Round Table –** Exemplary mentors & teachers have the chance to be selected for the Annual Mentor Round Table

Roles and responsibilities

Students

- Be diligent and dedicated to learning, take the quizzes and assignments and complete the milestones of the bootcamp.

- Be responsive to your team members, Mentor and ATL Teacher

- Attend the sessions organized by Mentors and AIM during the week/ weekends

- Be self-motivated and energized to become an entrepreneur this summer

- Follow the Terms & Conditions carefully

Mentors

- Be responsive to your student teams

- Conduct atleast 1 session per week for your student teams based on curriculum

- Guide students and solve queries raised by them

- Keep students motivated to complete the bootcamp

- Read student assignments and evaluate them on the portal

- Follow the Terms & Conditions carefully

Teachers

- Play a strong supporting role to your student and your mentor

- Be present in any interaction between Mentor and Students

- Keep Students motivated to complete the bootcamp

- Track student progress on School portal and encourage students to complete the program

- Moderate engagement between student and mentor and report issues (if any) to AIM team via portal

- Follow the Terms & Conditions carefully

Terms & Conditions

Common for all registered students, teachers, mentors

1. ATL In-Charge, School Teachers, Mentors of Change, Alumni and external mentors from the local ATL ecosystem may support the students.

2. Each Team shall consist of **at least 2** and **maximum 3 students** (class 6th to 12th) from the same school. **Kindly note, individual entry is allowed.**

3. Schools will register their teachers and 1 teacher will be mapped to 15 student teams of that school by AIM.

4. Students must accurately enter the details of their contact number and email ID. All communication related to Tinkerprenuer will be shared on the primary contact details.

5. ATL in-charges must be present in all sessions between students and Mentors

6. Please note, you should fill the form carefully and correctly, in case of incomplete or incorrect information entered in the form, your entry may be disqualified.

7. All conversation with fellow students, teachers, mentors has to be respectful towards each other. Foul language and/or abuses of any kind will not be tolerated and will result in removal from the bootcamp with further action if required.

8. No mentoring meetings/conversations/sessions between students and mentors are to be conducted after 20:00 Hrs on any day. Timings for these sessions have to be decided based on student, mentor and teacher's convenience.

9. Tinkerpreneur is for Indian students currently enrolled in school (Class VI to Class XII) from ATL schools, in case your entry is selected for the national showcase, the team members may be asked to provide proof in the form of a photo of your school ID card or any other form as deemed appropriate by AIM, NITI Aayog. Failure to do so may result in your entry being disqualified.

10. Participants are responsible for making sure that they have the necessary rights, licenses, and/or permission for any content used in making the entry for this challenge. AIM, NITI Aayog and its affiliates/partners are not responsible for the content made and shared by the participant. AIM, NITI Aayog reserves the right to display, distribute and reproduce participant's work on social media or elsewhere as deemed fit by AIM, NITI Aayog. AIM, NITI Aayog or its affiliates will not be responsible for any breach of Intellectual Property of any party associated with the challenge. In case of any dispute, the decision of MD, AIM shall be final and binding.

Additional T&Cs for mentors -

https://aim.gov.in/MentorIndiaTC_Final_July2021.pdf