Innovation Boot Camp:
High School Entrepreneurs' Launchpad

The **Innovation Boot Camp** is a global entrepreneurship program for high school students who want to understand what it takes to become successful entrepreneurs. Adapted from the "Launch Your Startup" MBA course at Columbia Business School and led by top professors and industry experts, it walks motivated teens through the real startup journey.

Through hands-on projects and teamwork, students learn to turn ideas into business models, understand customers, design products, build brands, and plan finances in a fast-changing world. By the end, they develop an entrepreneurial mindset and leadership skills that help them launch ventures and stand out in college and careers.

PROGRAM BENEFITS
Learn the process of how to...

- **Turning Ideas into Reality**
- **Building a Winning Business Model**
- **Navigating the Market**
- **Agile Product Development**
- **Smart Customer Acquisition**
- **Financial Planning for Success**
- **Measuring Success**
- **Building Your Dream Team**



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STUDENTS WILL EARN

A Letter of Recommendation will be provided to participants who successfully complete all program requirements.

A Certificate of Completion will be awarded to participants who meet the program requirements.

Top performers will be selected to become valued "Innovation Boot Camp" teaching assistants in future global programs.



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INNVOVATION BOOT CAMP ~ WHO SHOULD ATTEND

Are you passionate about creating and launching your own business or non-profit venture? This program is designed for individuals just like you! Here's what you can expect:

• **Hands-on Learning:** Bring your preliminary venture ideas to life. You'll enter the program with a concept in mind and have the chance to develop it throughout the course.

• **Team Collaboration:** Work in dynamic teams to refine and build upon selected ventures. You'll gain valuable experience in teamwork and collaborative problem-solving.

• **Real-World Focus**: This program isn't just about theory; it's about taking action. You'll walk away with practical skills and a more straightforward path to turning your ideas into a successful venture.

5 DAYS **8 MODS** **1 PITCH**

Learn how to turn your innovative ideas into a thriving venture!

Understanding the Entrepreneur's Journey

1. **Start With Your Idea**
2. **Transform Your Idea into a Business Model**
3. **Understand Your Customer**
4. **Market Attractiveness**
5. **Designing Your Product**
6. **Creating Your Brand Identity**
7. **Building Your Financial Pathway**
8. **Ready, Set, Launch**





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PROGRAM MODULES

Global Youth Entrepreneurship Bootcamp

MODULE 01

Start with Your Idea

Define the problem worth solving and the game-changing benefit you deliver. Answer the four foundational questions every entrepreneur must address before building anything.

AI TOOL › Prompt AI to stress-test your problem statement — challenge assumptions and surface blind spots. The core insight is yours to develop.

MODULE 02

Transform Your Idea into a Business Model

Discover the nine building blocks of a scalable business model and frame every dimension of your venture — from value proposition to revenue streams.

AI TOOL › Use AI to rapidly generate alternative business model configurations, then apply your own judgment to select the approach that best fits your market.

MODULE 03

Understand Your Customer

Validate your assumptions by testing how your product resonates with real customers. Turn guesses into grounded market insight that informs every decision ahead.

AI TOOL › Build initial customer personas and interview guides with AI assistance — then verify with real conversations. AI prepares you; humans confirm it.

MODULE 04

Market Attractiveness

Assess market size and attractiveness, map the competitive landscape, and identify your defensible position. Make product and go-to-market decisions backed by evidence.

AI TOOL › Accelerate competitive landscape research with AI — then identify the whitespace where your venture can win. That requires contextual judgment only you can apply.

MODULE 05

Designing Your Product

Using Design Thinking — rooted in human bias, behavior, and customer value — rapidly design an MVP, test real customer engagement, and iterate based on market feedback.

AI TOOL › Generate feature concepts and UX flows with AI to expand your design options early. Filter those options through customer empathy — not just what's technically possible.

MODULE 06

Creating Your Brand Identity

Learn how marketing, sales, distribution, and customer service integrate into a unified brand strategy. Build your sales funnel and customer acquisition engine.

AI TOOL › Draft and test multiple brand messaging angles quickly with AI. Choose the voice and story that is authentically yours and resonates with your specific audience.

MODULE 07

Building Your Financial Pathway

Build an integrated financial model — balance sheet, income statement, and cash flow — understand the critical metrics and prepare for the funding conversations ahead.

AI TOOL › AI can structure your financial model and surface key assumptions. The logic behind your projections must come from your own market understanding — judges will probe it.

MODULE 08

Ready, Set, Launch

Cover essential legal considerations, nail team selection and partnerships, confirm launch readiness, and deliver a venture pitch that earns the room and the judges.

AI TOOL › Use AI as a pitch coach — simulate tough judge questions, pressure-test your narrative, and rehearse until your story is airtight. The delivery and conviction are all yours.