

ATL TINKERPRENEUR 2022

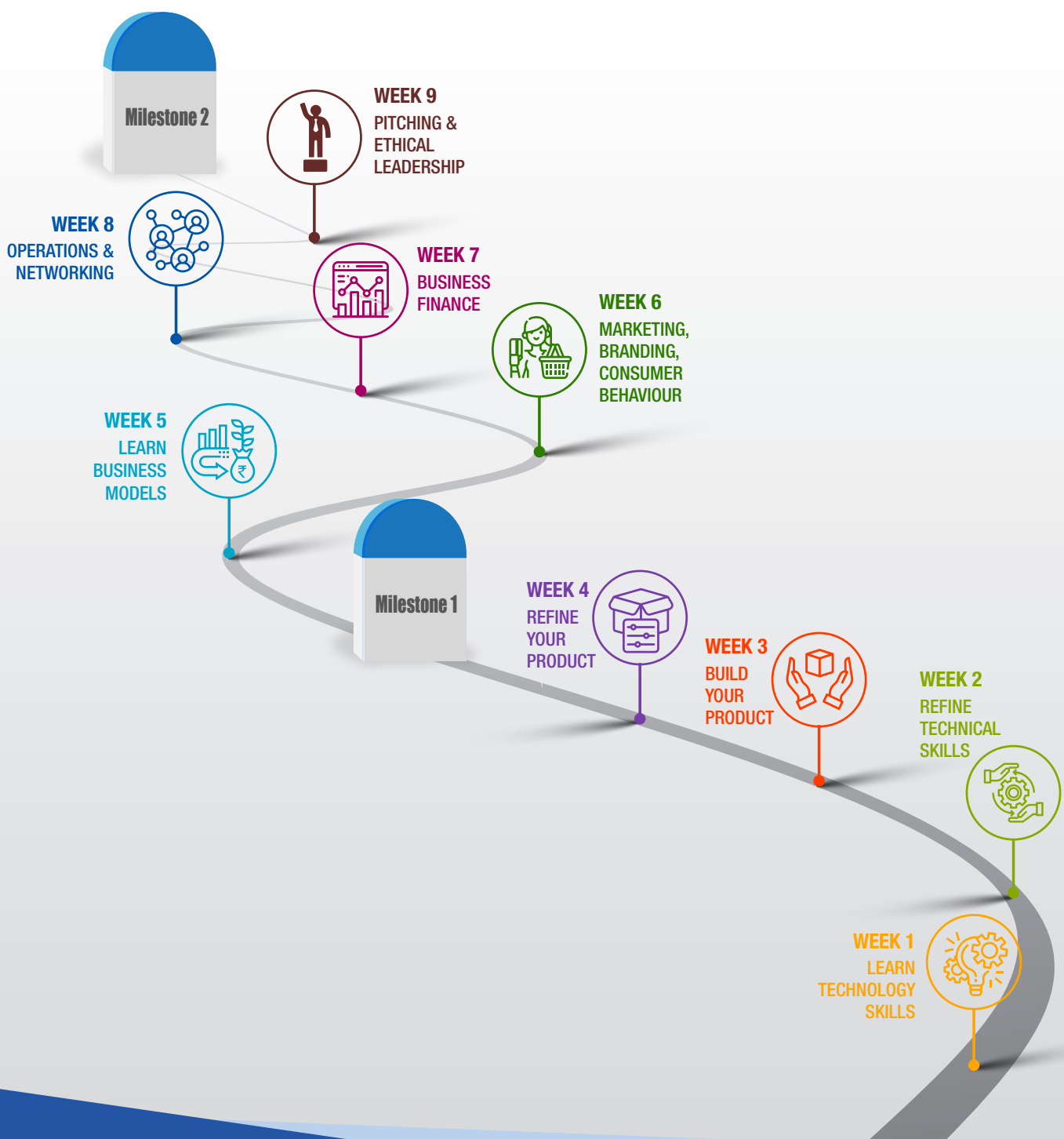
WELCOME TO THE TINKERPRENEUR
BOOTCAMP!



About Tinkerpreneur

Tinkerpreneur is a 9-week long summer bootcamp in May – June which equips each student with key digital and entrepreneurial skills to create their own online venture by the end of the bootcamp.

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.



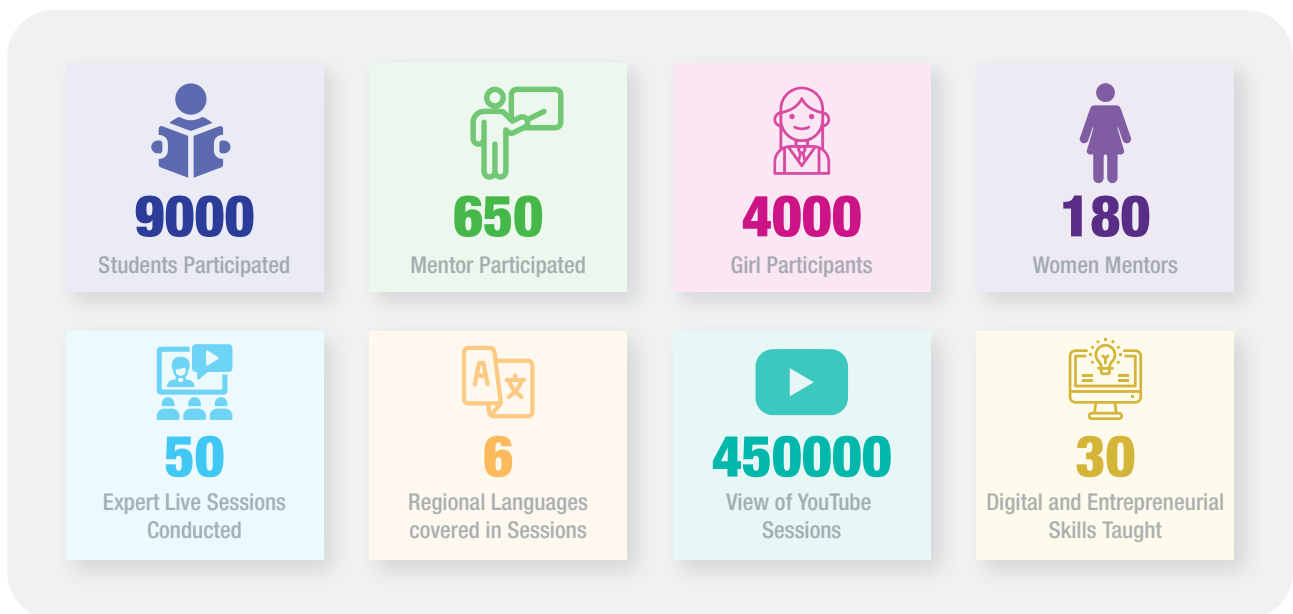
Glimpses from ATL Tinkerpreneur 2021

The first ever entrepreneurship bootcamp conducted by AIM was a 9 week program conducted in June-July 2021.

It witnessed the participation of 9000+ students and 650+ Mentors of change who worked together to ultimately build 650+ complete business ventures. The Top 100 students underwent 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 lakh.

The finale session was a special one by Mr. Narayana Murthy, Founder of Infosys Ltd, who shared his knowledge on **“Ethics in Innovation”**.

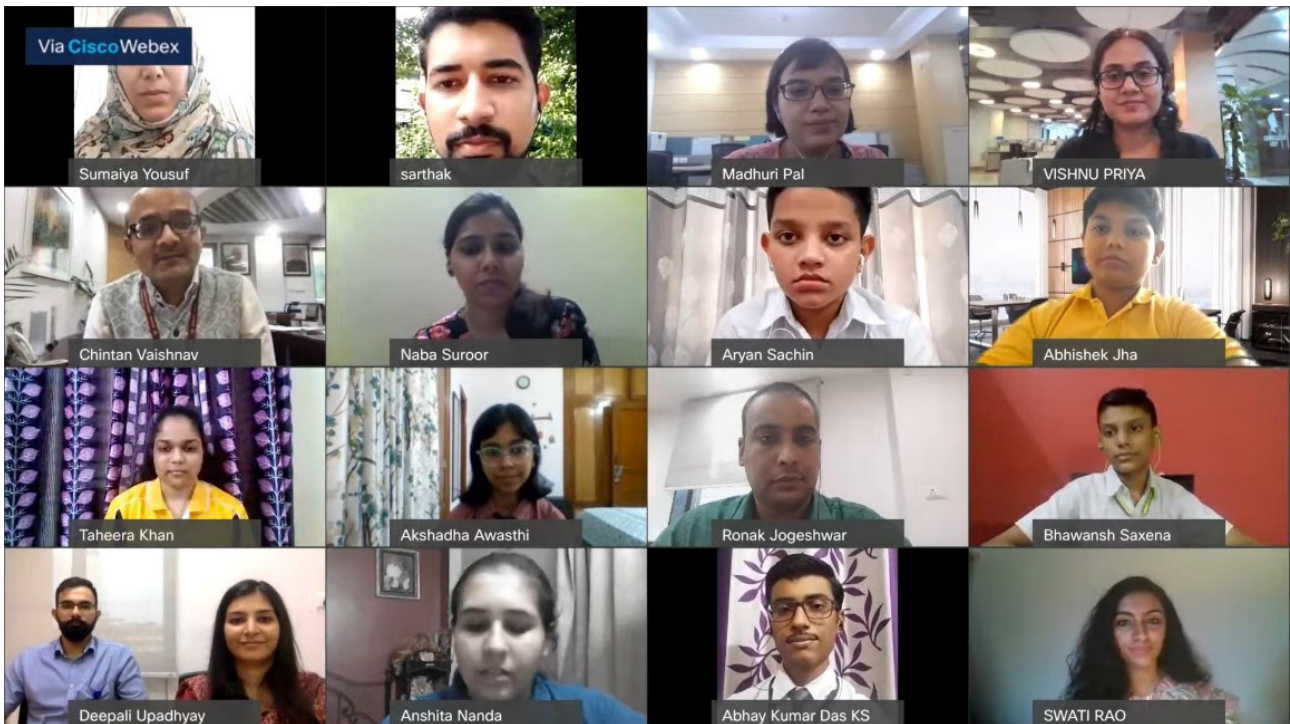


Find out more here—<https://aim.gov.in/ATL-Tinkerpreneur/index.html>

Our Live Sessions Playlist—<https://youtube.com/playlist?list=PLe8QoqrwXb4R1HPZLQrS-GkVEZnf8IJxbZ>

Objective of Bootcamp

The overall objective of the bootcamp is to equip students with foundational knowledge of digital and entrepreneurial skills for creating their own digital product and venture by the end of the bootcamp.



What's in it for you?

Students

- ☑ A repository of technical skills, do it yourself content, simple assignments to enable you to create your own digital product.
- ☑ An online platform to build your business acumen and entrepreneurship abilities
- ☑ Exclusive entry to the world of knowledge via AIM's Masterclass Sessions of experts, top entrepreneurs, CEOs, CMOs, COOs and many more accomplished personalities.
- ☑ Opportunity to become a student peer-to-peer mentor for fellow students and get recognised for mentoring effort
- ☑ A complete digital product and business venture made by you by the end of bootcamp
- ☑ Exemplary recognition opportunities, prizes and certificates to be won

Mentors of Change

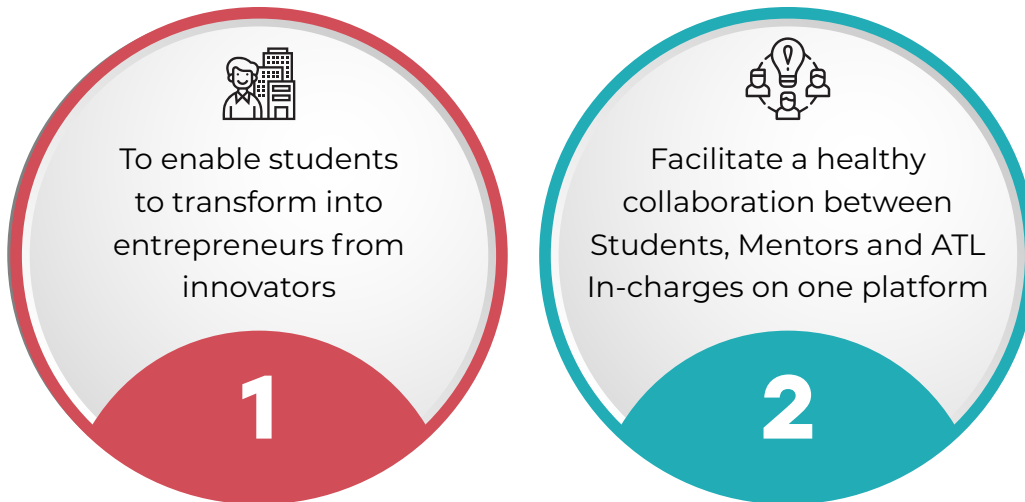
- ☑ Opportunity to create monumental impact by targeted mentoring for students via a fixed curriculum and content.
- ☑ Play a significant role in transforming the next generation of tinkerers into budding entrepreneurs.
- ☑ Learning opportunity and access to digital repository of resources and content for technical and entrepreneurial skills
- ☑ Exclusive entry to the world of knowledge via AIM's Masterclass Sessions of experts, founders of start-ups, CEOs, CMOs, COOs and many more accomplished personalities.
- ☑ Exemplary recognition opportunities such as invites to annual Mentor Round Table, and certificates to be won

ATL Teachers

- ☑ Drive the students and in turn your school towards becoming a hub of innovation and entrepreneurship.
- ☑ Direct access to portal with information on all registered students and their mentors
- ☑ Learning opportunity and access to digital repository of resources and content for technical and entrepreneurial skills.
- ☑ Get mentored along with your students by skilled Mentors of Change
- ☑ Exclusive entry to the world of knowledge via AIM's Masterclass Sessions of experts, founders of start-ups, CEOs, CMOs, COOs and many more accomplished personalities.
- ☑ Exemplary recognition opportunities such as invites to annual Mentor Round Table, and certificates to be won

End goal

The end goal for ATL Tinkerpreneur is two-fold:



Structure & Curriculum of 9 weeks

The Tinkerpreneur bootcamp is spread across 9 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.

The curriculum will be divided into 2 Milestones.

Milestone 1

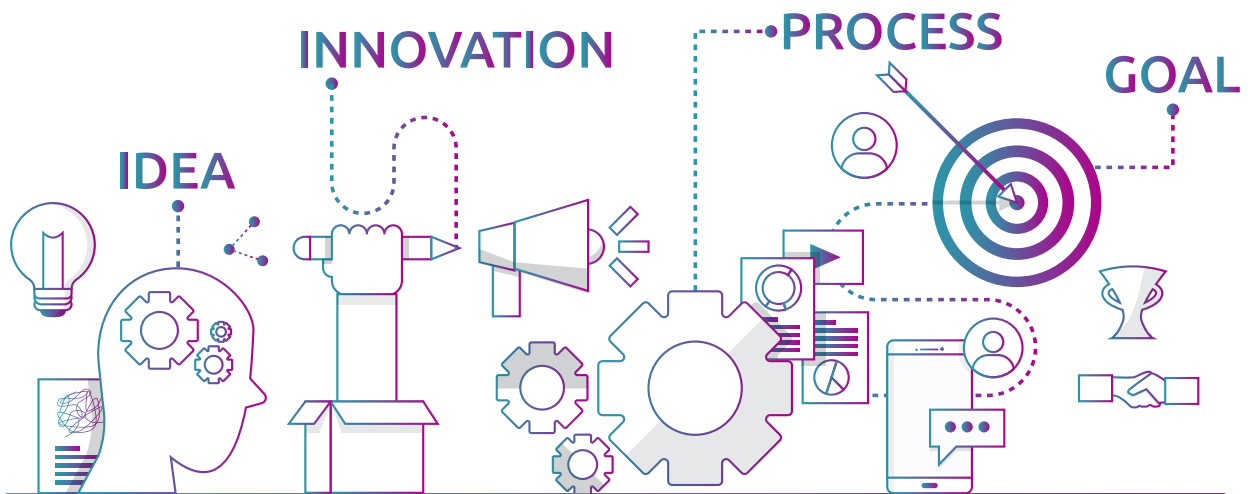
At the end of 4 Weeks of the Bootcamp – Students can complete the technical skills and build their digital product to successfully complete Milestone 1. Special certificates will be given to students at this stage.

Milestone 2

At the end of 9 Weeks of the Bootcamp – Students need to complete Milestone 1 and learn entrepreneurship skills to build their own business venture by Week 9 to successfully complete Milestone 2 & mark completion of bootcamp.

There are four key elements of the bootcamp –

- 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.
- 2 E-learning resources –** A specially curated content platform will be available for students and mentors to learn at their own pace.
- 3 Mentor-mentee interaction –** A critical pillar of the bootcamp is the direct interaction between mentors and students. Students can have focused one to one mentoring for the bootcamp.
- 4 Applying theory to practice –** This bootcamp is designed with a focus on action. By the end of bootcamp, students who complete it will have a complete business venture.



Curriculum for 9 Weeks

1

Acquire Digital Skills

Learn from the repository of 25+ technology skills

2

Refine Digital Skills

Refine your knowledge for the technical skills

3

Build a Product

Learn about different products and its use cases and finally Build your own digital product (App/Website)

6

Digital Marketing & Branding

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 Models

Learn about different kinds of Business models and create a model for your product

4

Refine the Product

Improve and refine your product in terms of design and functionality

7

Business Finance

Learn about different financial components of a business. Create your own financial documents for your business

8

Networking & Operations

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.

9

Pitching and Ethical Leadership

Learn how to pitch like a pro to your customers or to investors with a crisp presentation. This week will also focus on ethical innovation and leadership skills.

Masterclass Sessions

AIM will conduct multiple Masterclass sessions throughout the 9 weeks scheduled according to the curriculum. The speakers will be prominent entrepreneurs, business leads, product managers, Mentors and Partners of AIM.

Our last year's sessions can be found here–

<https://youtube.com/playlist?list=PLe8QoqrwXb4R1HPZLQrSGkVEZNf8iJxbZ>

Recognition

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

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 member entry is not 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 Tinkerpreneur 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

