



# TiE Young Entrepreneurs 2024



## WHO WE ARE

### Background

The TiE Young Entrepreneurs (TYE) program is a global initiative designed to equip high school students with practical entrepreneurial skills. Join this prestigious program offered by 30+ TiE chapters worldwide and embark on a transformative journey of entrepreneurship.

Through the TYE program, you will learn from industry experts, engage in hands-on activities, and gain invaluable knowledge to unleash your entrepreneurial potential. Not only that, but you'll also have the opportunity to compete for cash prizes at the highly anticipated TYE Global Finals!



## INVEST IN YOUR FUTURE

### TYE Highlights

- Ignite creativity and enhance problem-solving skills in high school students.
- Engage in team-based startup building using your own ideas.
- Learn from successful entrepreneurs and industry experts through interactive offline sessions.
- The winning team from Bangalore will advance to the TYE Global Competition, where \$10,000 in awards are at stake.





# WHEN?

Workshops will be conducted from 15th to 24th April 2024

# WHERE?

The Grand Magrath Hotel  
30, Magrath Rd, Ashok Nagar, Bengaluru

“From Ideas to Innovation”



# TYE BANGALORE WINNERS

**TYE GLOBAL FINALS 2020**  
BEST LEAN CANVAS WINNER  
VOX POPULI

**TYE GLOBAL FINALS 2021**  
SOCIAL IMPACT AWARD WINNER  
EDUBYT  
BEST TEAMWORK WINNER  
EDUBYT

**TYE GLOBAL FINALS 2023**  
BEST ELEVATOR PITCH AWARD  
SEATURE



# Curriculum

## PHASE 1

For over 15 years, the TYE Program has been preparing the next generation of young leaders. With a global impact spanning 25 chapters worldwide, the program has empowered over 15,000 high school students. It serves as a stepping stone, nurturing a growth mindset and providing a real taste of the startup world.

- Introduction to Entrepreneurship
- What is entrepreneurship, what to expect from the journey and tools to help you along the way
- Bugs and Passion
- Identify things that are bothersome (bugs) and connect them with your passions
- Customer Empathy and Design Thinking
- What is Design Thinking, why it is important and how to use it to solve a “bug”
- Rapid Prototyping
- What is Rapid Prototyping, why it is important and how to research and validate an idea
- Skills Assessment & Team Building
- Access skills and identify skills needed to create a successful team
- Startup Math
- How companies acquire revenue
- Lean Canvas
- What is a lean canvas, why it is important and how it is used
- Presentation Skills



## PHASE 2

Students will utilize the skills they learn in Phase 2 to create marketable products or services for business ventures. They will enhance their presentation abilities and build prototypes for Regional and Global Competitions. During these sessions, teams will formalize their business concepts, validate their products and/or services, and receive guidance from experienced mentors to develop prototypes. Additionally, they will prepare detailed presentations describing their concepts.

- Team Contracts, Roles, and Expectations
- Design Thinking and Product Market Fit
- Customer Interviews and Validation
- Minimum Viable Product (MVP) and Product Development
- Business and Financial Modeling
- Tying It All Together and Storytelling
- Presentation Practice



## PHASE 3

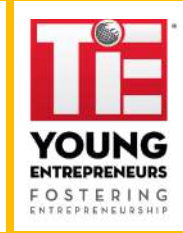
The team that wins the regional competition will have the opportunity to compete in the TIE Young Entrepreneurs Global Competition. Phase 3 workshops will be dedicated to preparing the team for the global competition.

COMPREHENSIVE COURSE MATERIAL AND REFRESHMENTS WILL BE PROVIDED.



# Powerhouse Presenters

Meet the Industry Experts Leading Workshops at TYE Program!



## Cynthia Swarnalatha

Advisory Board Member, Redinent Innovations

🎤 Introduction to Entrepreneurship



## Madanmohan Rao

Research Director, YourStory Media

🎤 Bugs and Passion



## Samrat Dey

Design Researcher, Spread

🎤 Design Thinking



## Arvind Nadig

Cofounder, Li2 & Brahma3

🎤 Rapid Prototyping



## Murlidhar Surya

Founder & CEO, Lodestar Education Services Pvt. Ltd.

🎤 Skills Assessment & Team Building



## Ravindra Krishnappa

General Partner, July Ventures

🎤 Startup Math



## Santhosh SS

Founder & CEO, Dhiyo.ai

🎤 Lean Canvas



## Alok Sharma

CEO, Scalene Livprotec

🎤 Presentation Skills

...and a Star-Studded Lineup of Industry Titans!

