

# WHEN THE **RIGHT DIRECTION** IS IMPORTANT



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**Max**pl<sup>o</sup>re

Exploring Entrepreneurship at School

# DID YOU KNOW ?

“ Children must be taught how to think, not what to think. ”  
- Margaret Mead

- That 2017's 'Rolex Award for Enterprise' recipient is an Indian - Shri Sonam Wangchuk, for his innovation - the Ice Stupas, which conserve water, without the use of fuel or electricity?
- That the design for velcro was created by a Swiss engineer, after he observed burrs stuck to his dog?
- That the CEO of American Airlines, Bob Crandall, asked to remove one olive from every in-flight meal, and saved his company several thousand dollars?

## What is common in the above examples?

The answer is easy. The decision makers, innovators and inventors chose to 'think differently' and found unexpected solutions to long-standing challenges. There are several such stories and case studies across different industries that point to one significant approach - an Entrepreneurial Mindset, i.e. "thinking outside the box", which can lead to off-beat, yet effective solutions.

## 2020 ALERT



“ The principal goal of education in the schools should be creating men and women who are capable of doing new things, not simply repeating what other generations have done. ”  
- Jean Piaget

We are almost at the threshold of 2020. What was merely fantasy in science fiction films and books yesterday, is already a reality of our times.

Artificial Intelligence has seeped into our daily existence, and with smartphones, robots and automation, we are witnessing a shift in possibilities. As a teenager, did you ever think you could have a live, wireless video conversation with your friends and family living in continents thousands of miles away? Did you even think it was possible to carry a phone around in your pocket wherever you go, which could also take pictures, play the radio, send emails and organize your files any time you wanted?

But now, virtual reality is something we take for granted. Manual tasks are mechanized, and even classrooms have been taken over by software driven lessons. Things we could barely imagine twenty years ago are already outdated. While our textbooks still contain stories of wars that happened hundreds of years ago, our present and future is changing by the minute.

Till the 1990's, any change in technology or services would last for at least a decade or two. Even durable goods like refrigerators and television sets easily had a shelf life of an average 15 to 20 years. Today, most teenagers want a different smartphone every year.

Trying to imagine the speed of change a mere dozen years from now is unfathomable already.

What will replace smartphones by 2030? Will we be using flying cars to commute? Will space travel be a reality for the average person? These questions appear far-fetched now, but in a few years we will have concrete answers.

As teachers, educators, parents and mentors, are we doing our best to prepare the young minds to be ready for tomorrow? Have we given them the tools, technology, and most importantly, the appropriate mindset to adapt and be future-ready? Will they have employable skills when they're adults? Or will they be left out?

According to recent trends, more professionals are choosing to have flexi-jobs, flourishing work-from-home careers and collaborations that function across continents. It is quite possible that the conventional '9 to 5' work template will disappear completely in the next few years.

If we can't be sure how the future will look, what can we prepare our children for?

Let's raise a generation of thinkers and change-makers: As their guides, what we can do, is teach them to have an entrepreneurial mindset.

## WHAT IS ENTREPRENEURSHIP



Entrepreneurship is not just about setting up a business or building a startup. It is a creative, problem-solving mindset that can adapt to any situation. It can be applied to sports, medicine, film-making, music, art, architecture or even managing a household.

Once one has mastered the art, a student can transfer this learning to his / her pattern of studying, managing pocket money or engaging in extracurricular activities and projects.

Entrepreneurial thinking is about looking at any given challenge or situation in a different way or providing an innovative yet relevant solution for a long-standing issue that hasn't been resolved yet. Once we instill a child with the mindset and open windows of learning, they can apply their understanding to any situation.

**Aren't they too young to learn this? There are MBA programs and institutions for the same.**

Yes, there are management institutes and degrees for imparting knowledge on the running of a successful business. But, how many colleges are teaching students to become thinkers and innovators?

## WHAT IS MAXPLORE



Maxplore Centre for Entrepreneurship is an institute of textbook-free learning that was formed to provide students between 12 - 16 years an entrepreneurial approach to life and its challenges. The team of Maxplore noticed a void in the current academic structure and sensed the urgent need for creating a shift in the realm of school education by providing parallel learning. **Maxplore has also developed a proprietary 3-step methodology viz RISE - Research, Ideate, Self-Evaluate that will inculcate an entrepreneurial mindset in these young minds.**

In a few years from now, India will be one of the youngest populations in the world, and we will need to have more jobs for the youth than other countries. By catering to this urgent and immediate need of the next generation, we are also ensuring that the nation's 'Tomorrow' is safeguarded.

## MAXPLORE CLUB



India's first integrated club to build entrepreneurship skills at schools.

Learning should be fun at any age. Students are, as it is under constant pressure to score at academics in order to get admissions to the best colleges after grade 10. From there onwards, they're constantly stressed about making a career in the chosen stream. They inevitably get sucked into a rat-race. But, what about those who can't score high enough marks? Should they be left behind? We at Maxplore believe that each child is a potential leader and innovator. If we can light a spark in their minds, we can arm them with the tools to empower themselves for life.

Maxplore Club is an attempt to instil and hone entrepreneurial skills in 12 - 16year old's by introducing them to the concepts of the subject as club members.

- Lateral Thinking
- Critical Analysis
- Finding Innovative Solutions
- Team Building
- Making Presentations
- Creative Mindset
- Logical Reasoning
- Networking & Collaborating
- Business Skills
- Becoming Changemakers

## CONCEPTS OF THE SUBJECT AS CLUB MEMBERS.



### **Lateral Thinking:**

Having the ability to look at any situation upside-down, sideways and tangent.



### **Creative Mindset:**

Having an 'Attitude of Latitude' - i.e a vast, open mind that can conceive more possibilities than others perceive.



### **Critical Analysis:**

Having an analytical approach while grasping every angle of a problem.



### **Logical Reasoning:**

Having the ability to use common sense and rationale, while gauging situations.



### **Finding Innovative Solutions:**

Choosing to look for more than one right answer, before selecting the best one.



### **Networking & Collaborating:**

Creating partnerships and camaraderie, rather than competition and conflicts.



### **Business Skills:**

Understanding rules and ethics of the real world



### **Team Building:**

Creating communities of like-minded people, while working together.



### **Making Presentations:**

Expressing one's ideas and vision with clarity and confidence.



### **Becoming Changemakers:**

Taking ownership of a challenge in pursuit of its solution, while making a difference to one's community, school, city, nation or the world.

## HOW WILL IT WORK



The Maxplore team will charge a nominal club membership fee for students from class 7 to 9 and provide them with a Club kit. We will train an assigned teacher and collaborate with the school throughout the 15 sessions of the year. Pre-designed activities, games and challenges will be given to students during each fortnightly session, while proactively introducing them to the world of Entrepreneurship.

Each session has already been designed mindfully and curated with a specific intention in mind. A constant and detailed review will be emailed to every parent, individually after the session.

## MAXPLORE CLUB PRIVILEGE



### THE VISION:

Preparing students at school for an uncertain tomorrow.  
Creating a generation of changemakers and innovators



### THE REWARDS:

It has been proven that the benefits of an Entrepreneurial bent of mind spill over to all areas of one's life. Having tested this program on sample groups, we at Maxplore are now confident that this will occur at the School Club as well. Educators and parents will witness a change in the attitude as well as the performances of the children. This will be evident at school and outside.

Club members will have access to blogs, regular newsletters, case studies, inspirational stories and other unique offerings that will continuously keeps their minds engaged in learning. Each student will have access to the portal via an individual login id.

Maxplore partner schools will also build an alumni community of the Club, which in turn will become a co-participant in the nurturing and growth of the present batches. An involved network of present and ex-students will strengthen the school bond beyond the school gates. A beautiful parent-child bonding will be built, as students will be encouraged to engage with their family through the activities.

“

Around here,  
we don't look backwards  
for very long...  
We keep moving  
forward, opening up  
new doors and  
doing new things  
because we're curious...  
and curiosity keeps  
leading us down  
new paths.

- Walt Disney

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