



Learning to see
DIFFERENTLY

Maxpl**re**
Exploring Entrepreneurship at School

“
**Children have to be educated,
but they have also to be left to educate themselves.**
”

- Ernest Dimnet

All through school and college, students are given ready-made material to memorise and then give exams which test their memory. When they enter the real world, nearly all students rue the fact that academics never gave them a proper 'education'. They learnt to memorise, but they were not taught how to 'think'.

Even industries have to spend millions on training them for soft skills as well as profession-specific ones. All of them lack an entrepreneurial mindset. To fill this missing link between education and the real world, Maxplore has ventured into teaching entrepreneurship to school students.

The journey of Entrepreneurship learning is

not limited to a few sessions or just one program. Keeping this in mind, Maxplore has re-envisioned the entire process of Entrepreneurial thinking and designed a unique / proprietary 3 Step methodology for developing an entrepreneurial mindset – Research, Ideate & Self Evaluate to add to its multi-pronged approach.

“Maxplore RISE Online” or “Maxplore E-RISE” is a comprehensive online program for students to understand the principles behind this methodology. Students will learn how to imbibe and apply this methodology in not just coming up with Unique ideas but gaining an Entrepreneurial approach to things in their everyday life.



'Entrepreneurial Thinking' is the first & most crucial aspect of becoming an entrepreneur. Today, the understanding of Entrepreneurship is limited to Management & Organisation skills in disciplines like marketing, finance or communication.

To help develop this entrepreneurial mindset, Maxplore has gone a step ahead by crafting a methodology whose details,

logic, rational, learnings on how to practice, how to implement are all being taught in this online program.

Today, more and more students want to learn & understand about Entrepreneurship. They are curious to know what was the starting point of many of today's Entrepreneurs. Mark Zuckerberg's struggle until he designed Facebook, a venture that saw success after 4 failed ventures or Steve Job's defining success with Apple, stand testimony to the fact that an Entrepreneurial Mindset is the common thread that kept them going.

For an Entrepreneurial Mindset to develop, the right mix of education and awareness is critical. Unfortunately, an educational system that propagates rote learning, only creates followers and not independent thinkers.

This is where RISE arises - A program that is open to all students who are enthusiastic about taking their learning curve higher and wanting to go beyond the CLUB level. By focusing on classic case studies as well as unusual success stories, Maxplore RISE is based on the belief that one needs to learn 'how' to think like entrepreneurs, before becoming one.

At Maxplore our goal is to empower the next generation. We do not want any child to be left behind. By offering it as an online program, Maxplore ensures enhanced reach, enabling many more students to benefit and thereby develop an entrepre-

neurial mindset.

The unique feature of this program is 'parent involvement'. At the end of each phase of the program, an email gets sent to the parent/s, actively involving them on this journey. This helps open up new communication channels between parents and children, helping each understand and appreciate the other even more. Since a program like this did not exist before, the parent also gets an opportunity to understand and proactively partake in the program, thus offering them an opportunity to experience the excitement of the program.

There's more! This program can be completed in xyz hours, and can be done at one's own pace. By the end of it, the student even receives a certificate of completion.

The following three steps when combined, give rise to the RISE methodology.



R
Research



I
Ideate



S E
Self-Evaluation

Research



Research involves knowledge gathering; by first locating the information, understanding it and then putting it to use logically. Research is thus a fundamental learning block of Entrepreneurship. Within Research, there are three levels - Reading, Dig Deep and Problem Identification. A step by step approach to each of these levels, coupled with engaging exercises, helps the student get a hold on this topic of Research and sets him forth on a new path.

Ideate



Having identified the problem, this step engages the students in various exercises, urging them to generate new ideas and solve the problem through creative solutions. A four-stage process, Ideation comprises a basic level, 2 advanced levels and finally a 'dream big' level. These help students identify new perspectives, keep pace with the changing times, get innovative and improve efficiency overall.

Having identified the problem, this step engages the students in various exercises, urging them to generate new ideas and solve the problem through creative solutions.

Self-Evaluation



The above steps of Research and Ideation, bring the students to the final step, which is, assessing oneself. A process of understanding the present situation in order to plan future actions, Self-Evaluation is a critical step that helps one understand one's strengths as well as one's potential limitations. Broad guidelines are suggested at this level for self-evaluation, demanding complete honesty and a determination to work towards making those imminent changes, necessary to imbibe an entrepreneurial mindset.

Thus, the efficacy of the RISE program, goes beyond being just an acronym. It benefits the students immensely and leverages them to a level of new enterprise, setting them up for new pursuits and life-changing paths.

While the future is increasingly uncertain, if we can guide students to think the right way, we can ensure that they will always find solutions to the most challenging scenarios.

“

**All the world is a laboratory
to the inquiring mind.**

”

- Martin H. Fischer