InnovateNOW:

Young Founders Challenge–Doha, Qatar

IVY®
LEARNING LAB





What is InnovateNOW ?

Dive into the transformative world of entrepreneurship with InnovateNOW, an exclusive offering from The Ivy Learning Lab.

Meticulously curated by a renowned former Columbia Business School Instructor, this program promises to be a beacon for high school students eager to explore the intricacies of business innovation.

Marrying world-class pedagogy with hands-on experiences, InnovateNOW is more than just a course, it's a journey. A journey that empowers students from grades 8 to 12 to envision, innovate, and shape the future of business. As you turn these pages, prepare to embark on an educational adventure that will redefine your understanding of entrepreneurship and set the stage for a promising tomorrow.

Innovate Yourself Today!

CONFERENCE DETAILS



Students get a Completion Certificate from the Ivy Learning Lab and Big Red Education, signed by the Mentor.



Opportunity to get Letter of Recommendation from the course instructor.

19th - 22nd December 2026

King's College Doha, Qatar

Grades 8-12

9am -3pm

2186 QAR

(Student Scholarship Price: 1821 QAR)



Why Innovate NOW?

Pioneering Pedagogy:
Immerse in a well-rounded curriculum crafted by Former Columbia Business School Instructor, for a comprehensive understanding of entrepreneurship.

Cutting-Edge Curriculum Components:
Explore modern entrepreneurial trends like digital transformation, sustainability, and global market strategies in an adaptive curriculum.

Guest Insights from Industry Titans:
Enrich your learning experience with sessions from industry-leading guest speakers. Gain firsthand insights into the real-world challenges and triumphs of entrepreneurship.

Shark Tank-Style Showdown:
The course culminates in a creative, high-stakes pitch to eminent judges using interactive games, digital displays, or theatrical skits.



Venture Creation from Scratch:
Students form dynamic teams to create and refine startup business plans, applying their learning in a hands-on, challenging journey.

Our Approach

Idea Exploration:
Unleash creativity to dream up world-changing innovations.

Idea Development:
Transform concepts into projects with prototype building and planning.

Idea Momentum:
Enhance your project with marketing and networking strategies.

Hands-on Entrepreneurship:
Experience the full entrepreneurial journey from concept to launch.



> It taught me a lot about how to present a business idea in teams. I absolutely loved this programme and it has made a positive effect in achieving my goals.
>
> **Vidhi Sood**
> **Grade 11, United World College South East Asia, Singapore**

Entrepreneurship & High schoolers

- Future Orientation
- Risk Taking
- Creativity & Innovation
- Critical Thinking & Problem Solving
- Communication & Problem Solving
- Opportunity Recognition
- Initiative & Self-Reliance
- Flexibility & Adaptability

EARLY ENTREPRENEURSHIP



FUTURE LEADERS

Studies show that exposure to innovation and entrepreneurship during childhood has significant effects on children's propensities to become inventors or entrepreneurs by up to 60%.

KNOW YOUR
Mentor



Daniel McQuade is a dynamic senior marketing and business development executive with deep expertise in branding, digital strategy, and business development. As a serial entrepreneur and founder of four innovative companies, Daniel leverages social, digital, and emerging technologies to foster sustainable growth. His commitment to social impact is reflected in his leadership of Corporate Social Responsibility programs, which have provided over $7 million in grants supporting education, health, and wellness initiatives nationwide.

He is also an award-winning educator, serving as an adjunct lecturer and program director at Columbia Business School's Venture for All Program and the SBDC Harlem, where he has developed groundbreaking courses. He is recognized for his engaging teaching style and has earned universal acclaim for his practical and visionary approach to instruction, inspiring students to become future innovators and leaders. Daniel continues to drive thought leadership and social responsibility, garnering praise as a respected thought leader and visionary within academia and the industry.

Daniel McQuade

Former Columbia Business School Instructor, Venture for All, Columbia-Harlem Small Business Development Center

Idea Generation:

Under this module, students learn to stimulate their creativity, understand the process of coming up with new ideas, and learn how to get inspiration from what others are doing. Students are given tools and techniques to gain an innovative mindset.

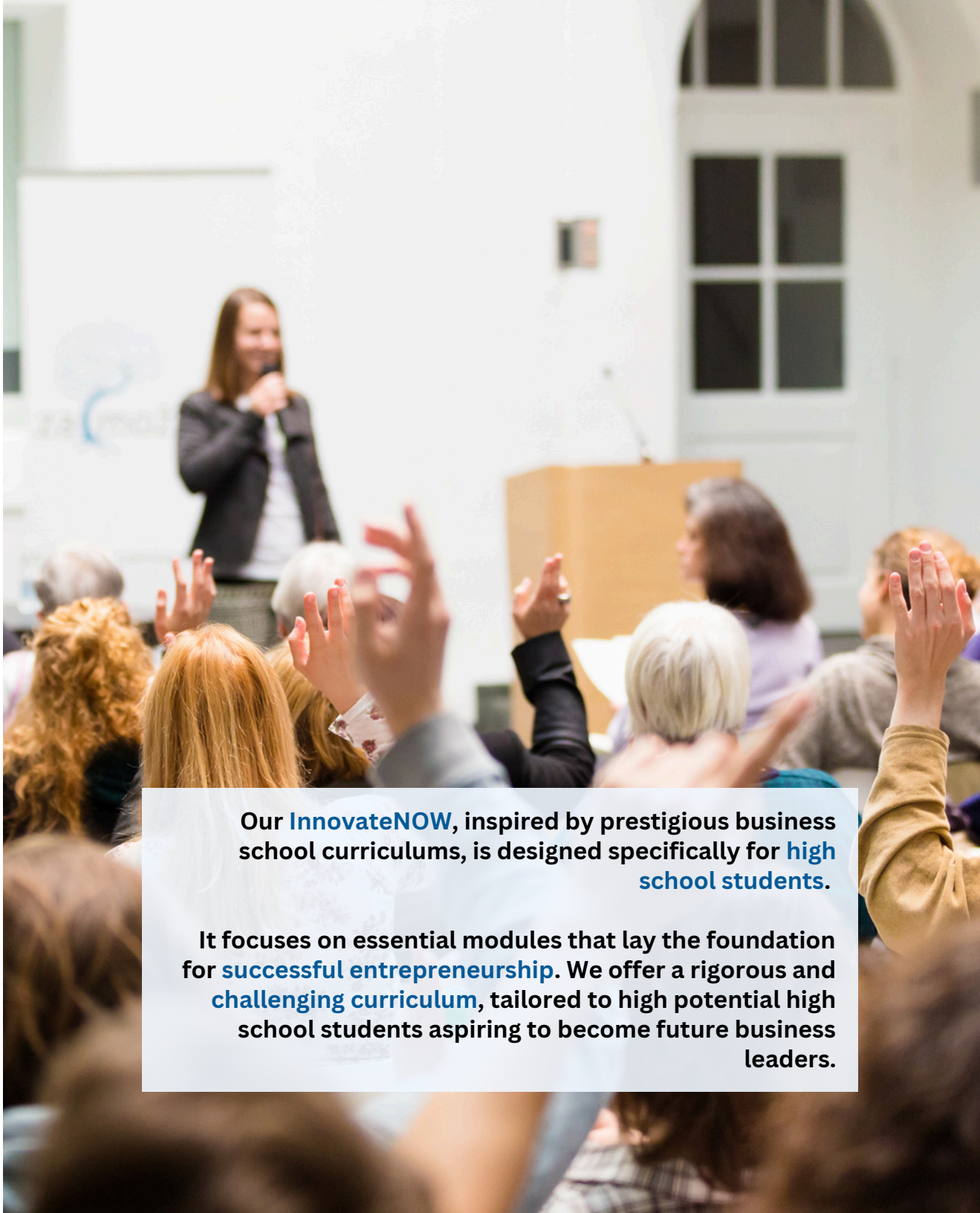
Market Research:

The Mentor guides students through the process of market research for their idea: what's currently being used in the market, who the top competitors are, and what needs to be done to turn an idea into a reality. Students learn techniques to test, refine and select their idea.

Design Thinking:

Students learn the process of creative thinking, logical thinking, and experimentation. Mentors share strategies adopted by them for testing and prototyping in order to achieve the perfect product/service for the end-user.

THE CURRICULUM



Our InnovateNOW, inspired by prestigious business school curriculums, is designed specifically for high school students.

It focuses on essential modules that lay the foundation for successful entrepreneurship. We offer a rigorous and challenging curriculum, tailored to high potential high school students aspiring to become future business leaders.



> This program was an amazing learning experience for me, I especially loved the interactions with our mentors and their insights of the entrepreneurial world.
>
> Arunima Singh
> Grade 12, Shiv Nadar School Gurgaon

Business Model:

Once the student has developed an idea of the product or service startup, they learn what a business blueprint is and how to draw one for their start-up. They delve into information like target markets, competition, anticipated expenses, pricing, and other aspects of a business canvas.

Social Entrepreneurship:

Students learn about start-up companies that develop, fund, and implement solutions to social, cultural, or environmental issues. The Mentor shares the story of his social entrepreneurship journey and the ups and downs he faced to form a business for the greater social good and not just the pursuit of profits.

Elevator Pitch & Raising Funds:

Students delve into the costs involved in a business and how it impacts the product/service price. They learn to calculate the total fund required for running the business and what funding sources are available. Students then move on to crafting an elevator pitch for their business plan.

InnovateNow: Startup Creation Challenge

- **Focus:** In-depth development of a startup business plan.
- **Purpose:** Unleash and showcase your entrepreneurial talents.
- **Process:** Guided journey from innovative ideation to strategic execution.
- **Mentorship:** Expert insights from a former Columbia Business School faculty member.
- **Challenge:** Overcome obstacles to refine and perfect your business idea.
- **Presentation:** Pitch your startup concept to a panel of seasoned industry professionals.
- **Goal:** Aim for not just validation, but acclaim and admiration for your innovative solution.
- **Impact:** Transform this challenge into a cornerstone of your entrepreneurial legacy.
- **Opportunity:** A unique platform to lead, innovate, and turn dreams into actionable realities.



The Pinnacle of InnovateNow:

Your Startup Challenge



Student Journey

- BUSINESS MODEL
- YOUR CUSTOMER
- YOUR MARKET
- YOUR PRODUCT
- YOUR BRAND
- YOUR FINANCES
- YOUR LAUNCH

BUILT BY BRE ALUMS

At just 16 years old, BRE Entrepreneur Appalla Saikaran was familiar with the difficulties of networking, He knew intimately how nerve-wracking it could be to ask questions and find like-minded people willing to collaborate and invest in nascent ventures. To tackle this challenge, young Appalla decided to build his own app!

"At such a young age, Appalla Saikiran has been chosen as one of the top 11 successful teenage entrepreneurs in India by a renowned ed-tech firm known as The Big Red Education. In addition, he has won the Global Kids Achiever's Award for designing the SCOPE App. He also created a place for himself at the Junior CEO program, certified by Brown University."

-Financial Express.com

Scope App

The app to create a unified platform for all your business and entrepreneur needs

"My vision for the SCOPE App is extensive. I aim to make it one-stop-shop solutions that cater for the needs of all start-ups in the Indian market"

-Appalla Saikiran



BUILT BY BREALUMS

Petpals focuses on allowing Pet families to Travel stress-free with their pets.





Petpal provides ready-made and customizable pet friendly packages. It also delivers food and medicine for the pet to your hotel.

Petpals

Explore the world with your furry friend

Explore the world with your pet by your side

Pitch Day & Graduation

On the final day of the program, an esteemed panel of business experts will gather to evaluate each team's completed business plan.

These accomplished judges will offer insightful, targeted feedback to encourage growth and improve strategic thinking.



> We were actively encouraged to share our opinions which greatly helped develop our communication and collaborative skills.
>
> Gauri Dinker
> Grade 12
> DPS Ghaziabad



What is the Ivy Learning Lab?

The Ivy Learning Lab isn't just an educational consortium; it's a beacon of knowledge and innovation. Led by a visionary director and a dedicated board, it consistently delivers unparalleled learning experiences. With a blend of academia and innovation, it brings together scholars from top institutions, fostering a diverse educational environment.

At its core, the Ivy Learning Lab aims to develop, curate, and deliver world-class educational experiences. From impactful short courses to comprehensive workshops, it enlightens learners across diverse backgrounds, from high school students to Fortune 500 executives.

In collaboration with institutions and governments, the Ivy Learning Lab strives to make educational resources widely accessible, nurturing a global community of lifelong learners united in their pursuit of knowledge and growth.

InnovateNOW:

Pre-College Entrepreneurship Series



Lead . Inspire . Solve . Share

IVY® LEARNING LAB

APPLY NOW | **Learn More**

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