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Leadership ▪ Excellence ▪ Impact

IBA CED
Center for Entrepreneurial Development

ENTREPRENEURSHIP SUMMER SCHOOL 2025

TEENS ENTREPRENEURSHIP CAMP






PROGRAM MODULES

- INTRODUCTION TO ENTREPRENEURSHIP
- PLANNING YOUR BUSINESS
- MARKETING AND SELLING
- LAUNCH OF BUSINESS

Program Structure

From June 16 to 27, 2025
Monday - Friday
10:00 AM - 02:00 PM

PKR 40,000 (+5% SST)

Early Bird and group discounts: 10% off for registrations submitted before June 5

IBA Main Campus

13-19 YEARS

Apply Now,
For More Details

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PROGRAM OVERVIEW

Unleash Your Inner CEO This Summer!

Join the IBA-CED Entrepreneurship Summer Camp-where bright ideas meet bold action!

This is **not your typical summer school-**it's an exciting, hands-on adventure into the world of **business, innovation, and leadership**.

WHAT'S IN IT FOR YOU?

- **Interactive Workshops:** Dive into experiential learning on design thinking, marketing, personal branding, and leadership.
- **Business Development Journey:** Go from idea generation to pitching your startup with confidence.
- **Real-World Simulations:** Test your entrepreneurial mindset through hands-on challenges.
- **Mentorship Opportunities:** Gain insights from seasoned entrepreneurs and industry mentors.
- **Team Collaboration:** Build and pitch ventures with dynamic, diverse teams.
- **Creative Workshops:** Explore sessions like crochet, leather jacket design, photography, and clay crafts—where creativity meets business.
- **Turning Passion into Profit:** Learn to convert your hobbies into sustainable ventures.

By the end of the camp, you won't just be learning—you'll be doing, creating, and leading.

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PROGRAM MODULES

INTRODUCTION TO ENTREPRENEURSHIP

- What is Entrepreneurship?
- The Entrepreneurial Mindset
- Identifying Opportunities
- Idea Generation

MARKETING AND SELLING

- Effective Communication
- Introduction to Marketing
- Sales Techniques & Customer Relationships
- Networking Essentials

PLANNING YOUR BUSINESS

- Business Models
- Creating a Business Plan
- Market Research
- Branding Basics

LAUNCH OF BUSINESS

- Product Photography Workshop
- Building an Online Presence
- Financial Basics
- Business Launch and Product Showcasing

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LEARNING OUTCOMES

What you'll achieve by the end of the camp:

- **Develop a Comprehensive Business Skill Set:** Gain a robust understanding of entrepreneurship fundamentals, including business planning, marketing strategies, financial literacy with budgeting and pricing, along with effective communication skills such as public speaking and networking.

- **Transform Ideas into Viable Ventures:** Learn to convert creative concepts into workable business models which culminates in the launch of a venture as well as the chance to showcase products or services during a pitch event.

- **Enhance Personal, Professional Growth:** Mold confidence and leadership abilities through interactive workshops and real-life simulations to prepare for future entrepreneurial endeavors and foster a proactive mindset

WHO SHOULD APPLY

- Individuals aged 13 to 19 in Grade 8, O Levels, Matric, Intermediate, or early college, eager to explore entrepreneurship.

- Aspiring young entrepreneurs looking to transform creative ideas into real vetures.

- Innovative thinkers who have an interest in hands-on learning, business development, and to launch their own startup.

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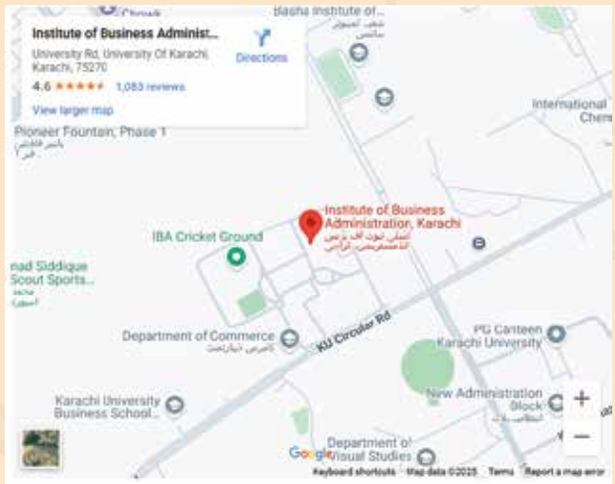

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