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NEWSLETTER

The Newsletter of Young Entrepreneurs Academy

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MEET THE WINNER OF THE 2016 SAUNDERS SCHOLARS COMPETITION

The Young Entrepreneurs Academy (YEA!) is a groundbreaking and exciting class that transforms students ages 11-18 into real, confident entrepreneurs. Throughout the class spread over 25 Saturdays, students hear from guest speakers, take field trips, develop business ideas, write business plans, conduct market research and finally pitch their plans to a “shark tank style” panel of investors and get real funding !

YEA! classes are currently available in more than 100 centers across 40 states in the U.S.A. To date, more than 4,000 YEA! students have launched over 3,000 real businesses.

The Young Entrepreneurs Academy is not only a wonderful tool to teach students about business, but also a great way to build confident leaders with values and life skills. An excellent instrument to unify the business and educational communities, YEA! India looks forward to scaling rapidly pan India to fulfill its mission of teaching more students how to make a job, not just take a job.

The 2016 YEA! Saunders Scholars Finals Competition was held on June 13 at America's Small Business Summit in Washington as seven business groups competed to be named America's Next Top Young Entrepreneur and win a prize package including a college scholarship! Maxx Stewart is the CEO of Spyder Grypz, an innovative replacement to traditional lacrosse tape. Emily Guertler's business StraightShot Apparel produces pants designed specifically for children with diabetes. Arya Desai, Meenu Pamula, and Mizna Akbar are the creators of Muzikguru, a technology platform that helps parents to find the perfect music teacher for their children. Laney Hughes is the CEO of Shallocat, a company that produces one-of-a-kind clothing items. Cyanne McClean is the CEO of Africa Smiles, a non-profit that works to improve literacy for children in Africa. Ethan Shapiro and Ryan Shnider are the coPresidents of Snap'd In, a fully customizable and updatable phone case. Ashley Hurton is the CEO of HappiWear, a company that produces athletic clothing while promoting positive physical and mental health. Maxx Stewart won this competition. We wish Maxx the very best.



Mr Philip Saunders, Maxx Stewart and Gayle Jagel.

YEA! Speakers

The goal of YEA! is “inspiration”

What better way to inspire than to hear from celebrated entrepreneurs who have been there and done that

We started our speaker series with 2 amazing woman entrepreneurs, Zia Mody and Sairee Chahal.

Zia Mody, Founding Partner of AZB Legal shared her entrepreneurial journey with our students at the inaugural class at Cathedral School. She spoke about her childhood, being inspired at the dinner table by her father, Soli Sorabjee, her education in London and the US and the challenges she faced in setting up her own firm on moving back to India. Today she has over 350 lawyers working for her but is as passionate, driven and detail oriented, working till 4 am on most days.



She urged our students to get involved in as many after school activities as possible and also spoke about the benefits of taking a gap year! One of her key advice to our budding entrepreneurs was to get in the habit of “intense introspection” - learn to look in the mirror, accept your faults, say “sorry” and keep growing and improving with every passing day. In her usual candid and direct style, she shared how she deals with paranoia and stress. She was impressed with the endless questions asked by our students on failure, her role model, future of women in the corporate sector and so much more.

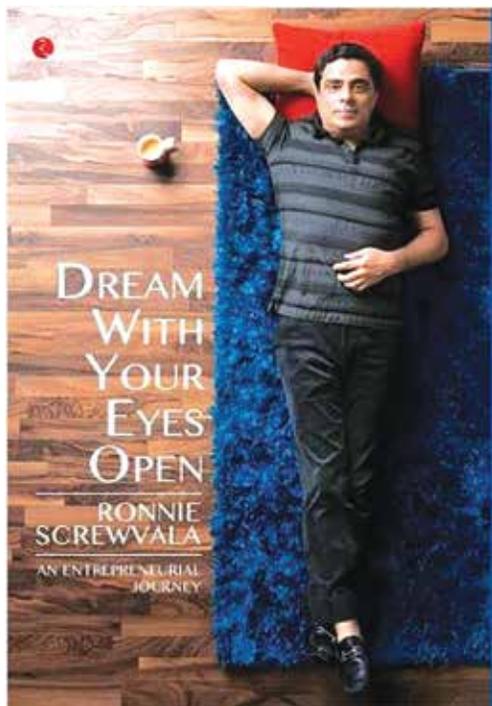
Sairee Chahal, founder Sheroes spoke about entrepreneurship to a high-energy class of YEA! Delhi students. Some of her pearls of wisdom --- don't forget the “hear” in the work heart, listen to your heart and love what you do. She gave examples of prior ventures that she exited once she realized her heart wasn't in it. She spoke about how she uses her core strengths of networking, multi tasking and relationship building at Sheroes and how she is excited to give Indian women a platform to re-enter the workforce. As always our students had unique questions for her such as – what inspired you to start Sheroes, what would you do if you were not at Sheroes, what are the “cons” of entrepreneurship and what is your revenue model? Sairee connected beautifully with our students and patiently answered every question for over an hour!



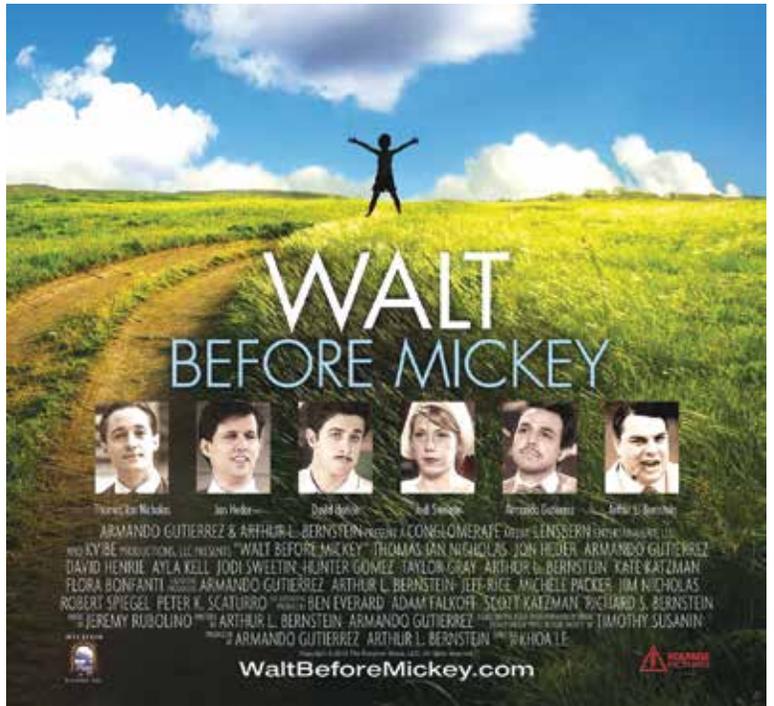
Our speakers are high energy, passionate and candid and through their stories of success and more importantly stories of failure, they are helping us shape the value system and work ethic of our YEA ! students.

YEA! recommends

Must read book



Must watch movie



YEA! field trips

Field trips are an important and integral part of YEA! Students visit various businesses and hear from senior management about the sweat, tears and crisis management behind all the glitz and glamour.

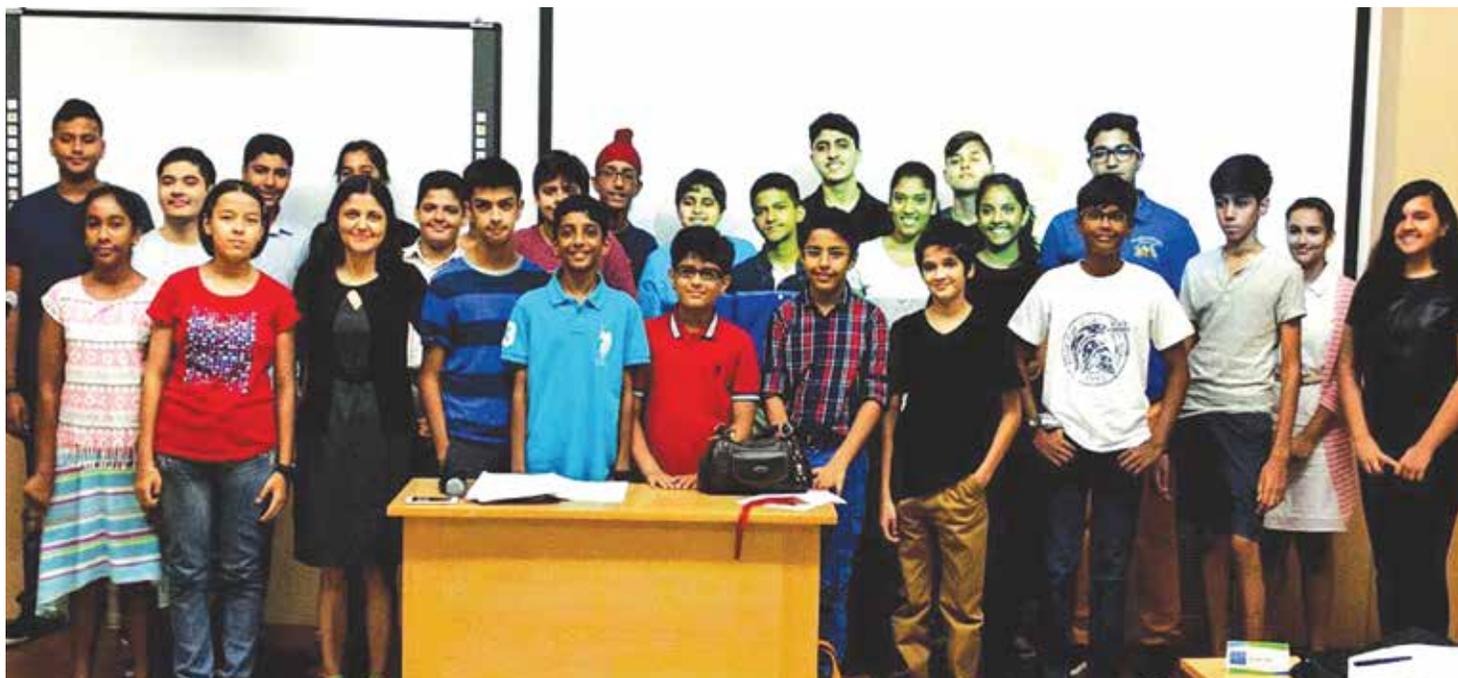
Our Mumbai field trip was at the multi designer store AZA founded by Dr Alka Nishar 11 years back. Her daughter, Devangi, a Wharton MBA, spoke to our students at the store about the AZA story and the fashion and retail industry in general. The most fascinating part was her vision of taking the brand online – rationale, benefits and challenges. She spoke in detail about customer research, digital marketing and data analytics that go into making a strong online presence. Her own journey and learning's along the way resonated beautifully with our young students - how she tried investment banking and consulting which were the “cool” things to do before she discovered her true passion, how she sat for hours observing customer behaviour and understanding trends at fashion weeks, how she learned the hard way the importance of speaking up and asking for things. Devangi was most impressed by the suggestions offered by students for her online venture. We ended the fun field trip by distributing prizes to Faiz, Nikita and Simoni for their great suggestions.



Our Delhi students visited the Biba store at DT Mega Mall. Mr. Siddharth Bindra, M.D., spoke about how the Biba team has worked towards making a home grown entrepreneurial venture like Biba a well recognised pan India brand and his aggressive expansion plans both online and offline post private equity funding. He explained beautifully to our students the essence of the brand - what does the name mean, how did they come up with the unique logo, tag line and campaign and how all this ties so well into what qualities the brand stands for. His structured slides demonstrated his plan for making Biba a strong presence in the luxury, premium, value segments. He showed us their campaign video "change is beautiful" which has over 18 million views (not to mention over 60000 comments which have been analysed to shape their future digital marketing strategy). Our kids kept him engaged for over an hour with their own set of unique questions. His team also had a Q & A round for our kids & of course, with candy involved as prizes, the whole room got pretty loud and competitive very quickly. Arnav, Avi and Nandika won prizes for best questions.



YEA! 2016 - 17
WE ARE IN 2 CITIES, 4 CENTRES AND HAVE
120 STUDENTS FROM 30 SCHOOLS !



YEA! Delhi class at The Shri Ram School.



YEA! Mumbai Class at The Cathedral School.

National Sponsors

