



# Nurturing Future-Ready Innovators Through Experiential Learning








## Founder's Note

Founded by Pavan Allena, the entrepreneur behind Metamorphosis (acquired by BrightChamps), the Bower School of Early Entrepreneurial Development (SEED) is a pioneering program designed to nurture young entrepreneurial minds.

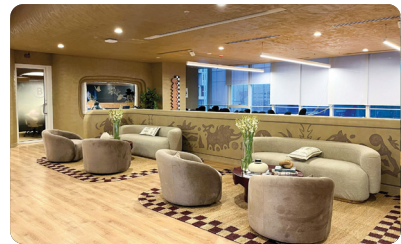


SEED provides a hands-on learning experience for students, helping them develop essential business skills, creativity, and leadership from an early age. Through progressive learning modules, Bower campus visits, and interactive sessions, SEED equips students with the mindset and tools to turn ideas into impactful ventures.

-  Introducing Entrepreneurship in K-12 Ecosystem.
-  Progressive Curriculum for Grades 3-12
-  Cultivates Problem-solving, Leadership, & Finance-Management Skills
-  Exposure to Real-world Challenges
-  Certification and Skill-Building for Future Readiness

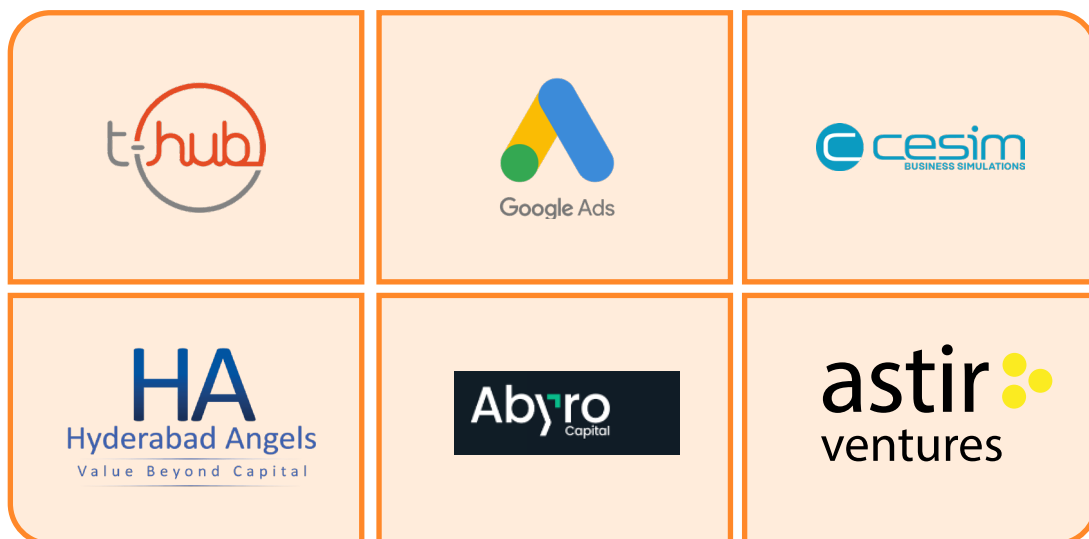


# A CAMPUS BUILT FOR ENTREPRENEURS



**Located at WeWork, RMZ Spire, Tower 101, Our campus is designed for innovation and collaboration. Surrounded by Fortune 500 companies, it offers modern facilities and unmatched opportunities to connect, grow, and thrive as an entrepreneur.**

# ECOSYSTEM TIE-UPS & PARTNERSHIPS



## FEATURED IN



# PRODUCT OFFERINGS

Bower SEED introduces the young minds to the concepts of entrepreneurial thinking and leadership using three modules.



**Technology and  
Entrepreneurship**



**Economics and  
Finance**



**Design Thinking  
and Prototyping**



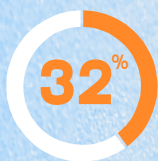
**SEED Curriculum uses multiple learning methodologies  
to inspire students**



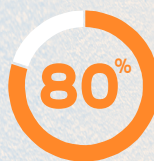


# TECHNOLOGY AND ENTREPRENEURSHIP

Our Entrepreneurship module is designed in alignment with the National Education Policy (NEP) 2020, which emphasizes nurturing creativity, critical thinking, and innovation among students. By integrating hands-on learning, problem-solving, and startup incubation principles, we prepare young minds to become future-ready entrepreneurs.



of Indian students plan to become entrepreneurs after graduation (GUESS Survey)



of students who undergo entrepreneurship programs show enhanced critical thinking, creativity, and leadership skills. (NFTE - Network for Teaching Entrepreneurship)

## Curriculum Outline

JUNIOR LEVEL

Grade 3<sup>rd</sup> - 5<sup>th</sup>

### LEVEL - 1



Certificate in  
Creative Thinking and Problem-Solving

----- Creative Thinking & Product Ideation

----- Problem-Solving Using Innovation

----- Working in Teams & Brainstorming

----- Empathy Building

----- Prototypes Testing & Presentation

----- Visual Storytelling





## LEVEL - 2



### Certificate in Entrepreneurial Foundations

- Entrepreneurial Thinking & Skills
- Need Analysis & Purpose
- Small Business Creation
- Brand Personality & Identity
- Basics of Marketing
- Goal-Oriented Management



## LEVEL - 3



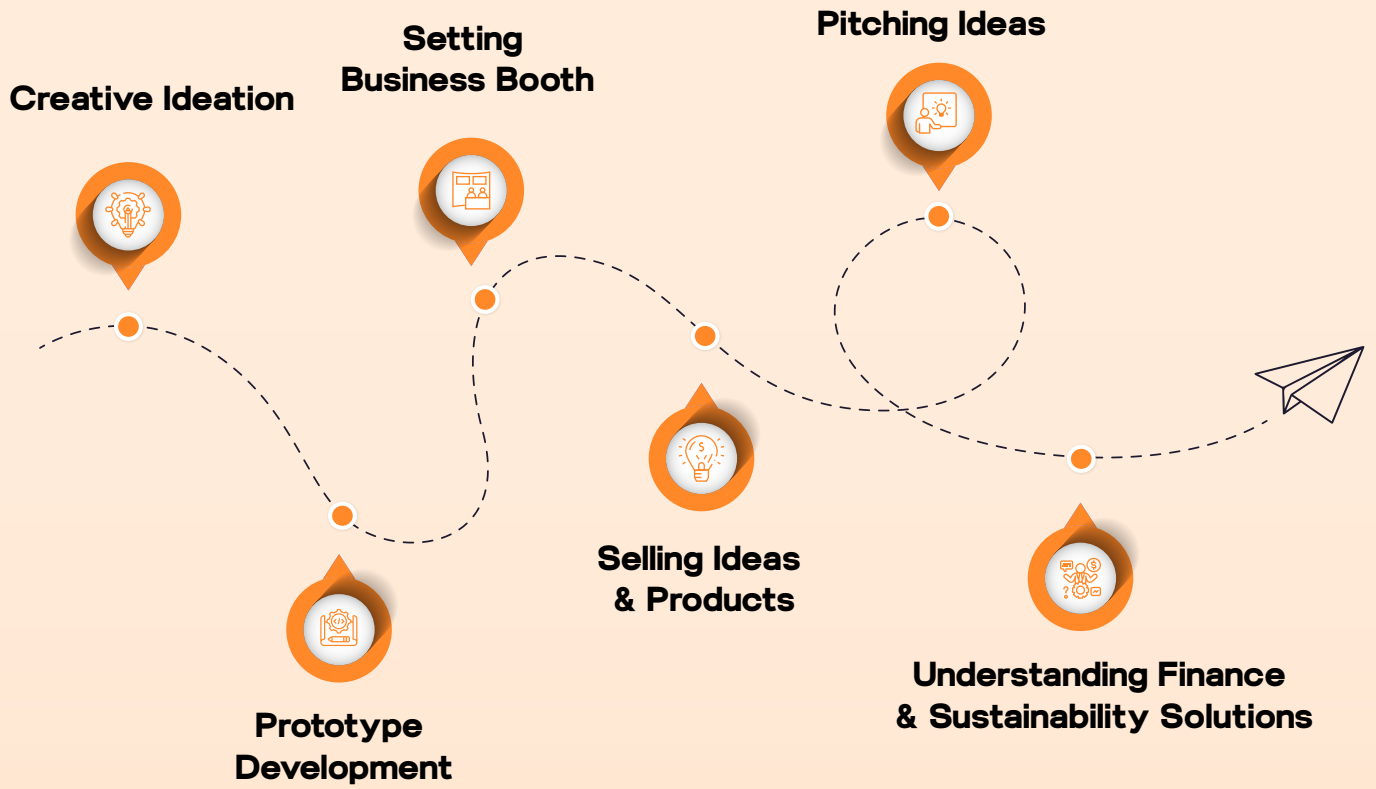
### Certificate in Financial Literacy and Sustainable Innovation

- Money and Capital
- Saving, Investments, & Partnerships
- Cost Price, Profit, & Loss
- Practical Expense Tracking
- Business Planning & Pitching
- Sustainability in Business





# STUDENT JOURNEY





## LEVEL - 1



### Certificate in Entrepreneurial Ideation

Entrepreneurial Mindset & Problem-Solving

Design Thinking

Empathy Mapping & Customer Personas

Market Research & Ideation Techniques

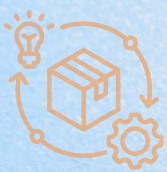
Market Gaps & Differentiation

Business Models & Value Proposition

Pitching & Brand Building



## LEVEL - 2



### Certificate in Product Development and Prototyping

Product Development

User Journey Mapping

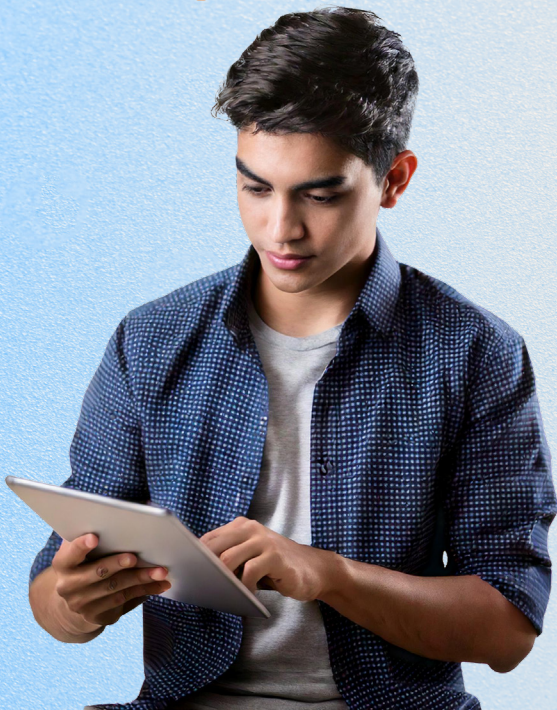
Prototyping & MVP

Product-Market Fit

Competitor Analysis

Integrating Tech in Product & Designing

Sustainability & Customer Value





## LEVEL - 3



### Certificate in Marketing and Go-to-Market Strategies

Market Entry Strategies

4Ps of Marketing

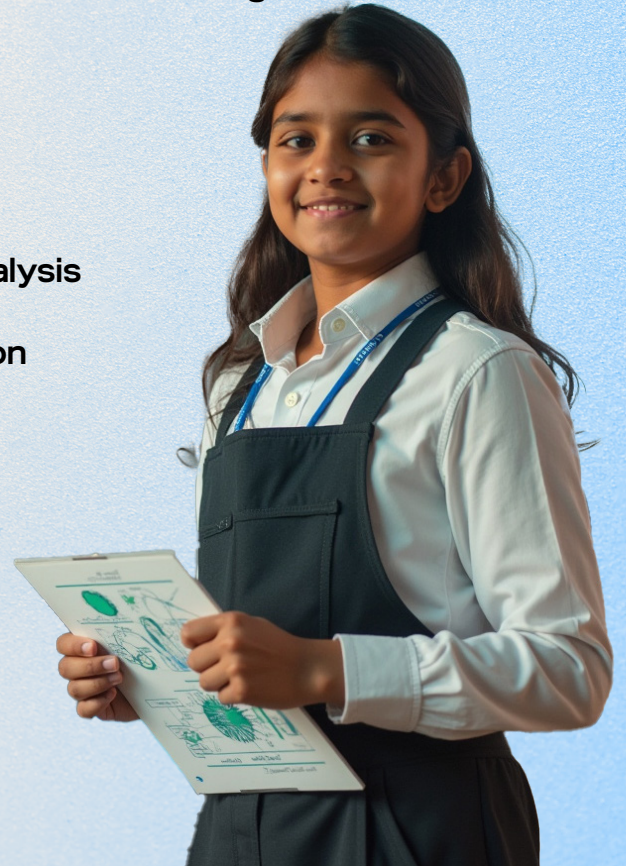
Pricing Strategies & Revenue Analysis

Market Trends & Value Proposition

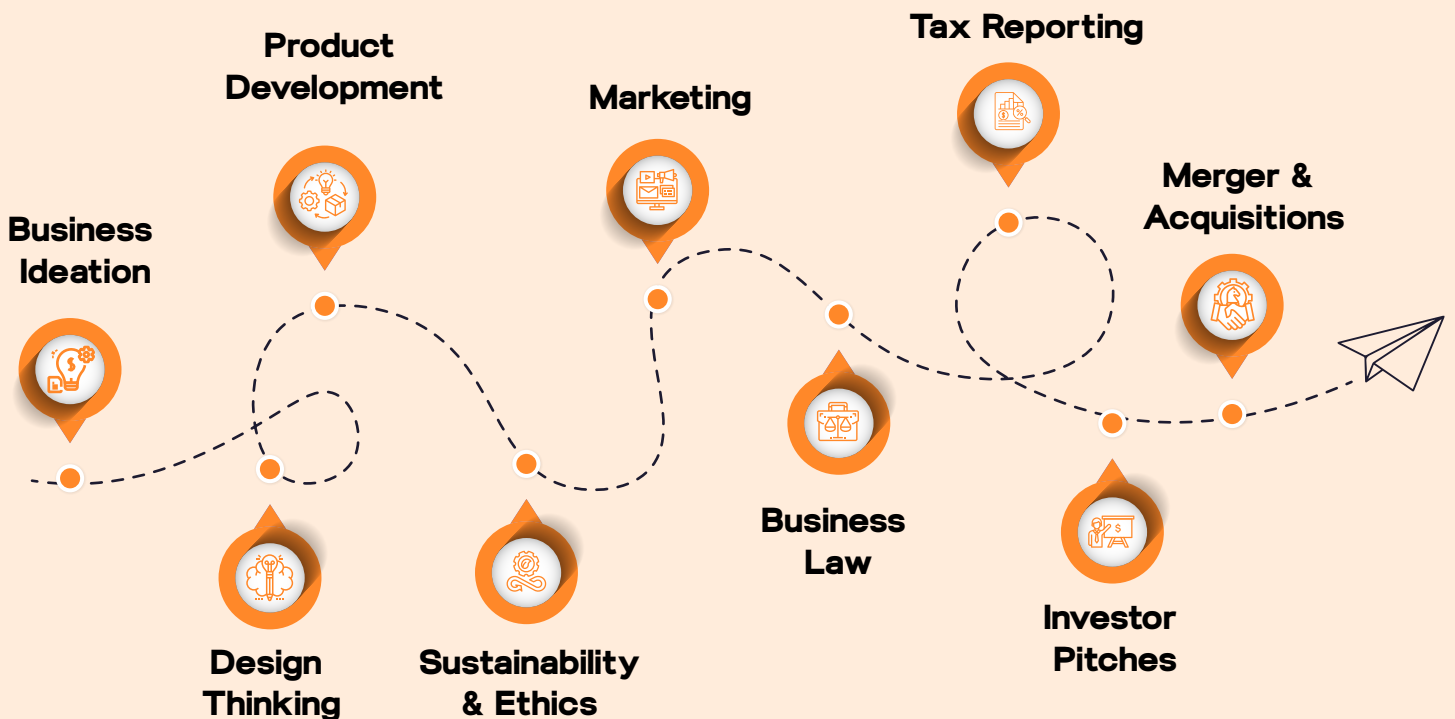
Customer Engagement

Brand Identity & Social Media

Influencer Engagement



## STUDENT JOURNEY



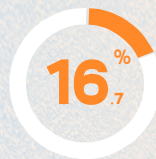


# ECONOMICS AND FINANCE

Introducing financial literacy education in schools is essential to equip students with the knowledge and skills necessary for effective money management, leading to improved financial well-being in adulthood.



of the population is financially literate  
(Source: Census)



of students have a basic understanding of finance and money management  
(Business Standard)

## Curriculum Outline

JUNIOR LEVEL

Grade 3<sup>rd</sup> - 5<sup>th</sup>

### LEVEL - 1



Certified Junior Financial Planner



Understanding Money

Needs, Wants, & Budgeting

Smart Spending & Tracking

Responsible Digital Payment

Loans, Interests, & Savings

Deal Negotiation & Investments





## LEVEL - 2



### Financial Mastery and Smart Spending



- Price, Value, and Quality
- Smart Purchasing Decisions
- Budgeting, Spending, & Saving
- Taxes and Insurance
- Business Ideas & Entrepreneurship
- Running a Small Business
- Financial Risk Assessment



## LEVEL - 3



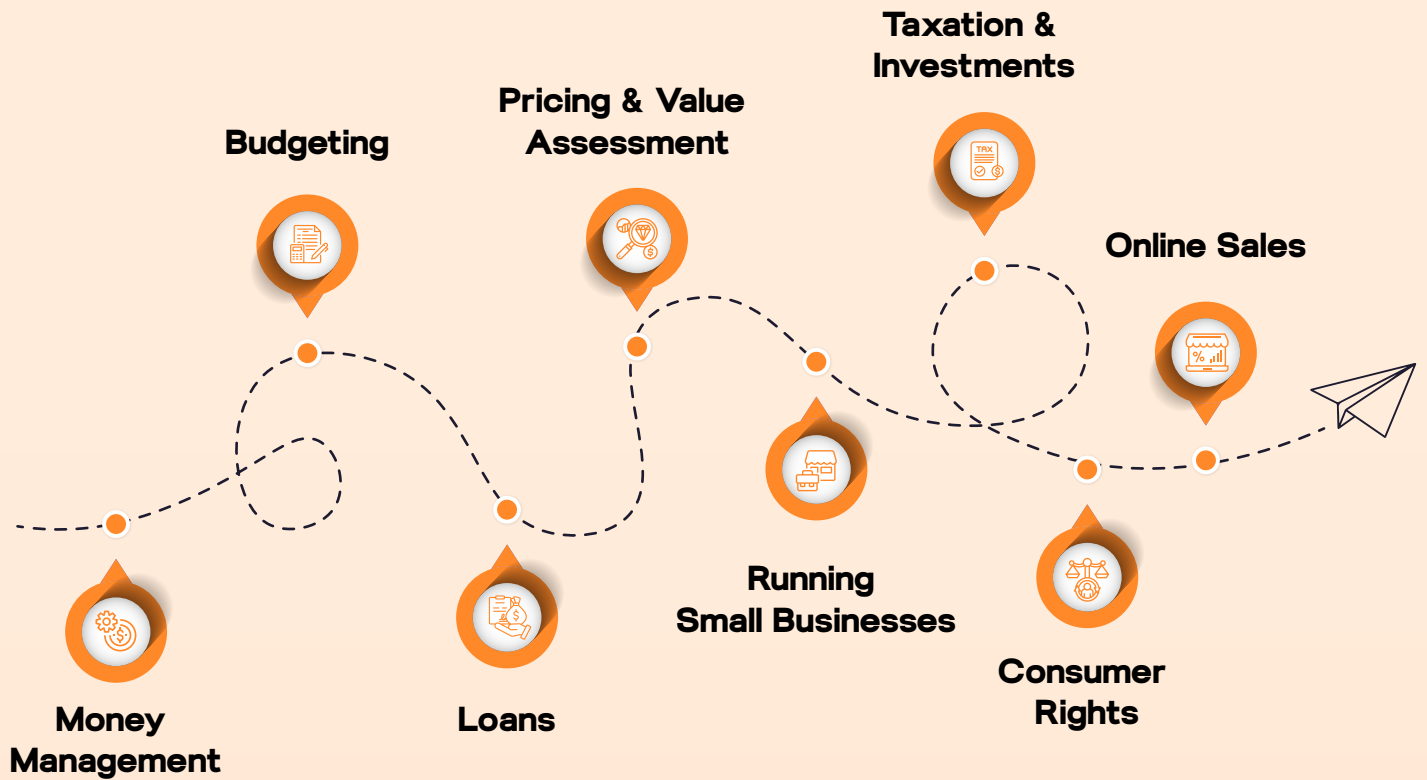
### Foundations of Smart Money Management

- Money & Banking
- Budgeting for Personal Goals
- Credit & Debit Cards
- Renting vs Owning
- Loans & Insurances
- Consumer Rights
- Online Sales & Money Management





# STUDENT JOURNEY





#### LEVEL - 1



##### Certificate in Personal Finance Essentials



----- Financial Planning

----- Budgeting & Financial Goals

----- Savings Accounts,  
Investments, & Funds

----- Loans, Debt, & Interest

----- Credit scores



#### LEVEL - 2



##### Certificate in Financial Market Foundation

----- Financial Market & Economy

----- Stock Market, Shares, & Bonds

----- Trading & Stock Ownership

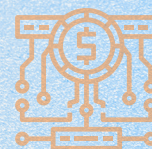
----- Index Funds, Mutual Funds &  
Exchange-Traded Funds

----- Diversification, & Portfolio Building





## LEVEL - 3



### Certificate in Strategic Investment Techniques

Investment Analysis

Stock Valuation & Risk Assessment

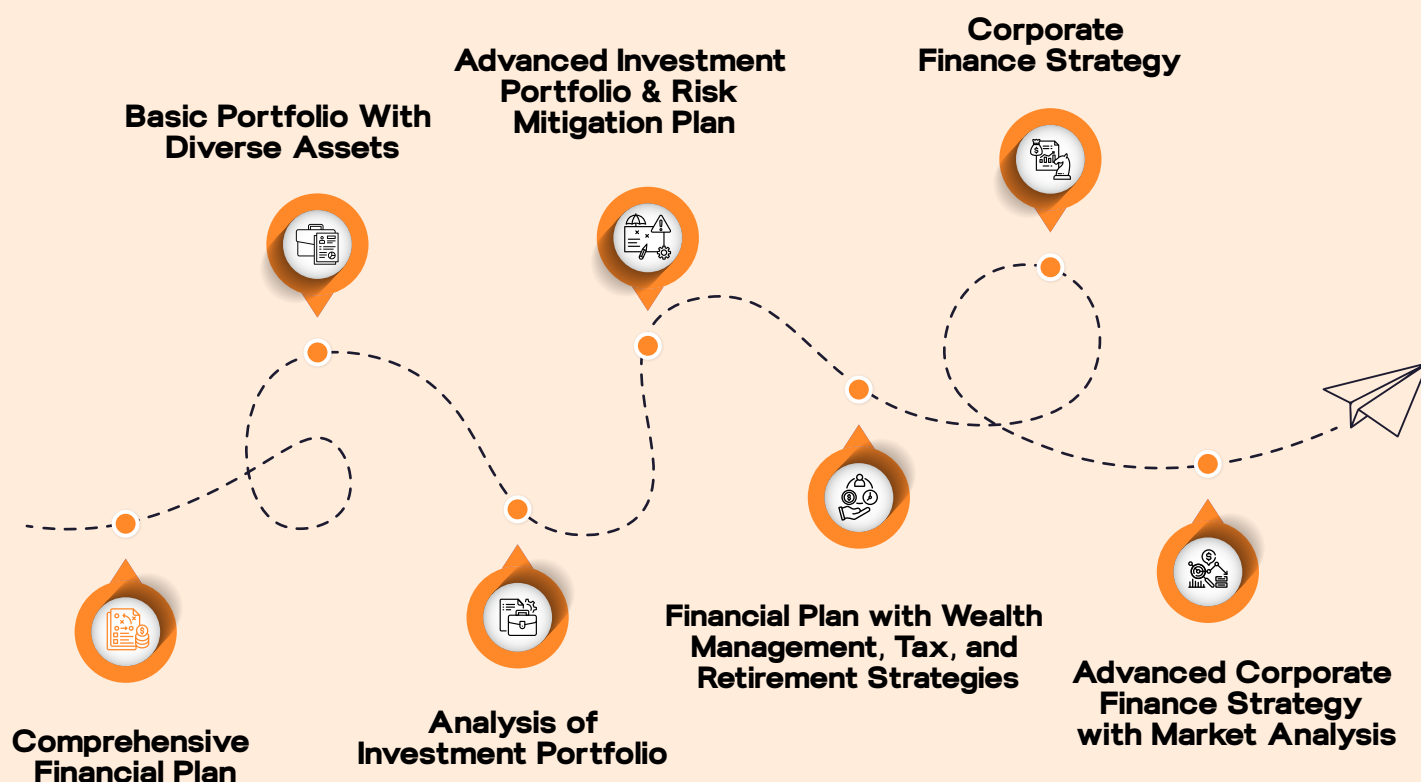
Corporate Bond Market & Municipal Bonds

Active & Passive Fund Management

Environmental, Social, and Governance (ESG) factors in investments



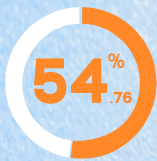
## STUDENT JOURNEY





# DESIGN THINKING AND PROTOTYPING

Introducing design thinking education in schools helps young students develop creativity, critical thinking, and problem-solving skills. It encourages empathy, innovation, and adaptability—key skills for tackling real-world challenges.



improvement in learning engagement for students learning design thinking (Nature)



improvement in academic performance of students learning design thinking (Nature)

## Curriculum Outline

JUNIOR LEVEL

Grade 3<sup>rd</sup> - 5<sup>th</sup>

### LEVEL - 1



#### Certificate in Unleashing Creative Potential

Identifying Real-World Problems

User Needs & Solutions

Brainstorming & Ideating

Storytelling & Communication

Prototype Design & Testing



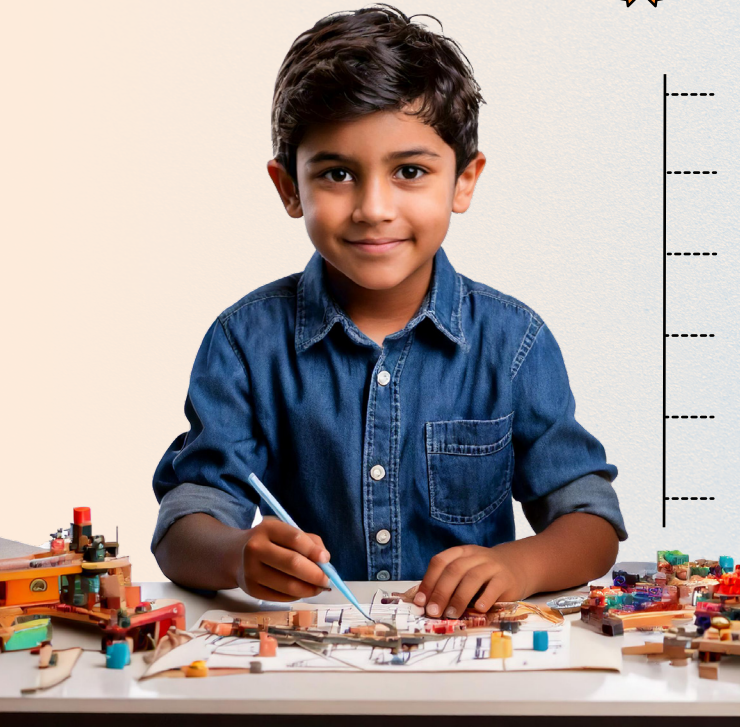




## LEVEL - 2



### Certificate in Nature-Inspired Design



----- Nature as Inspiration

----- Biomimicry & Sustainability

----- Behaviors, Adaptation, & Product Ideas

----- Natural Systems & Impacts

----- Nature-Inspired Prototyping

----- Prototype Testing & Presentation

## LEVEL - 3



### Certificate in Everyday Innovation



----- Identifying & Framing Problems

----- User Need Assessment & Mapping

----- Innovation & Problem-Solving

----- Reverse Thinking & Empathy Mapping

----- User Experience & Journey

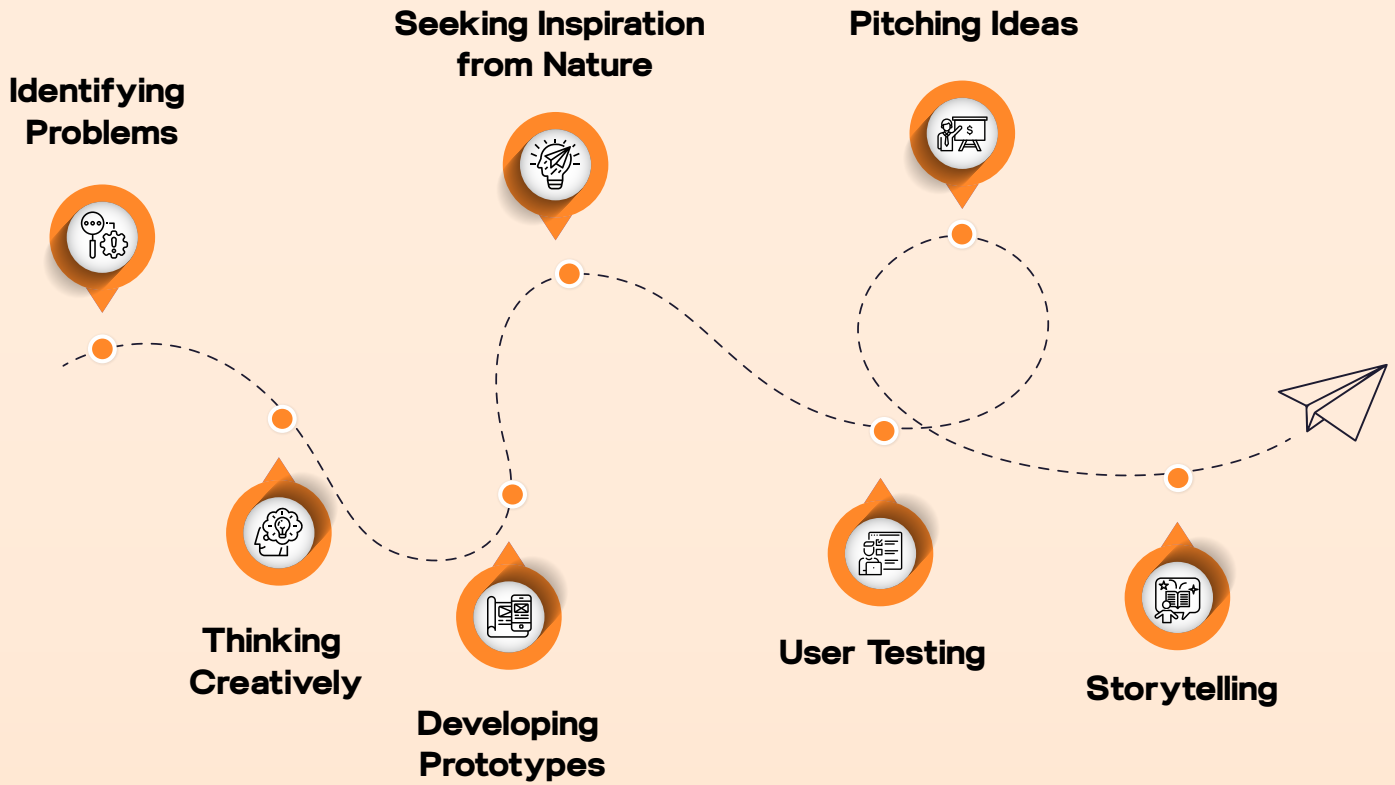
----- Prototype Development

----- User Testing





# STUDENT JOURNEY





#### LEVEL - 1



#### Certificate in Eco-Design for the Future

- Local Nature & Environmental Challenges
- Interconnectedness of Environmental Systems
- Nature-Inspired Sustainable Solutions
- Nature-Inspired Prototyping
- Prototype Testing & Feedback



#### LEVEL - 2



#### Certificate in Systems Thinking Mastery

- System-Based Thinking
- System Mapping & Analysis
- Problem Cause Identification & Analysis
- Creative & Flexible Solution Development
- Small Changes, Big Impact
- Real-World Prototyping
- Solution Testing & Assessment





## LEVEL - 3



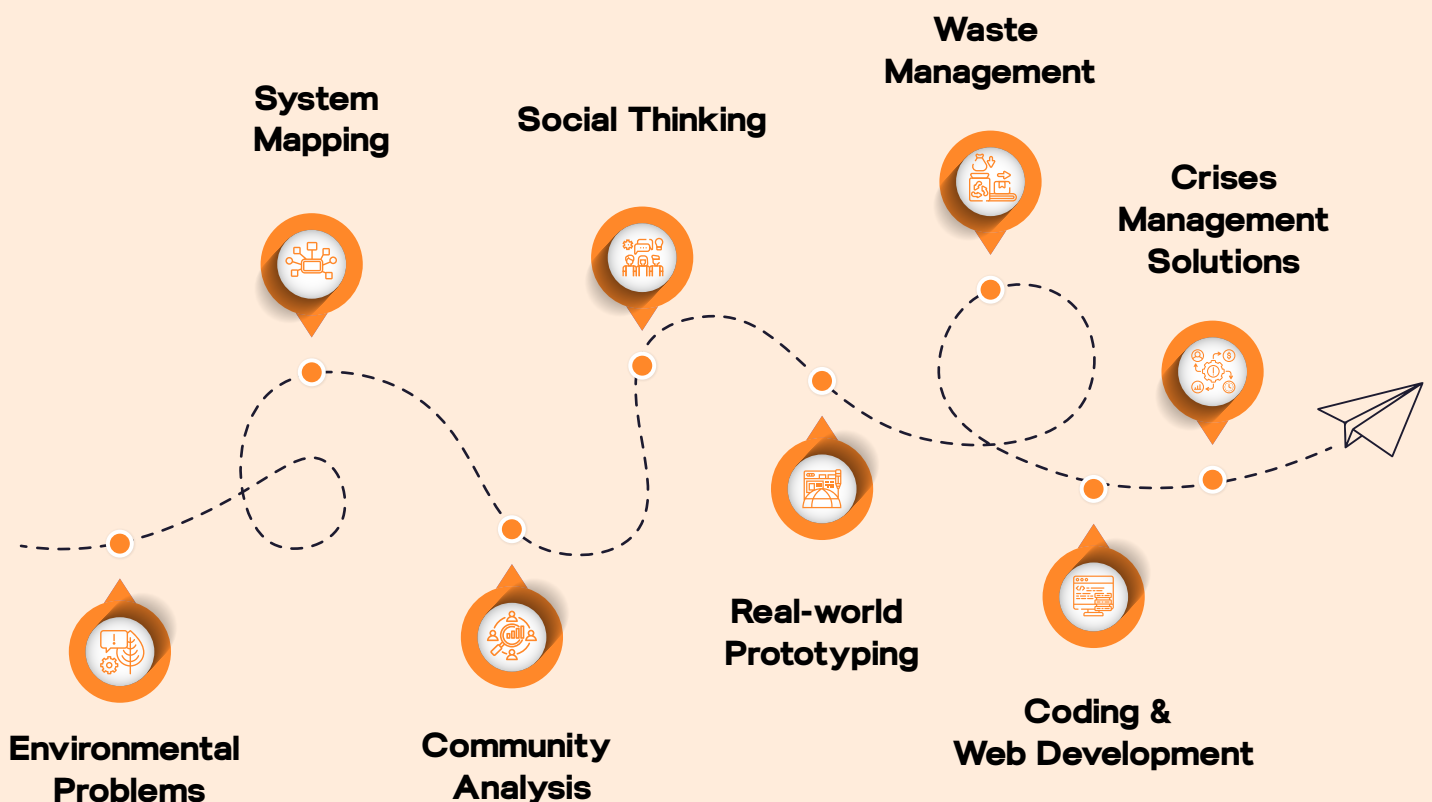
### Certificate in Social Impact Innovation



- Community & Social Issues
- Challenge Mapping & Cause Analysis
- Designing Social Impact Strategies
- Brainstorming & Collaboration
- Low-Fidelity Prototyping
- Confidence & Community Building



## STUDENT JOURNEY





# WHY CHOOSE BOWER SEED



Certifications



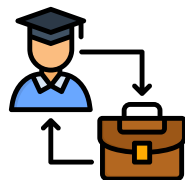
Access to Business  
Pitches & Competitions



Industry Visits



Global Immersions



Internships



Guest Talks



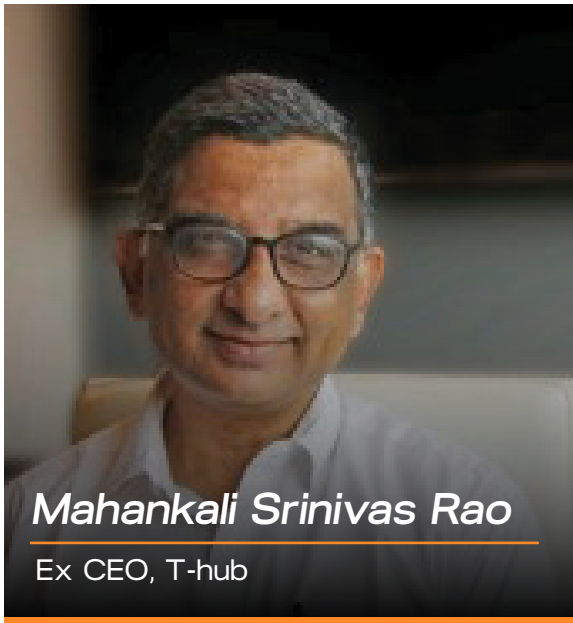
Access to  
Start-up  
Ecosystem



Real-time  
Entrepreneurial  
Learning

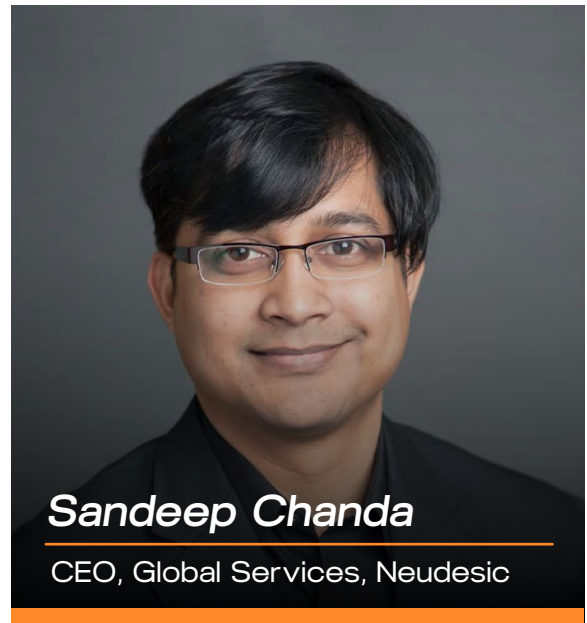


## ADVISORY PROFILES



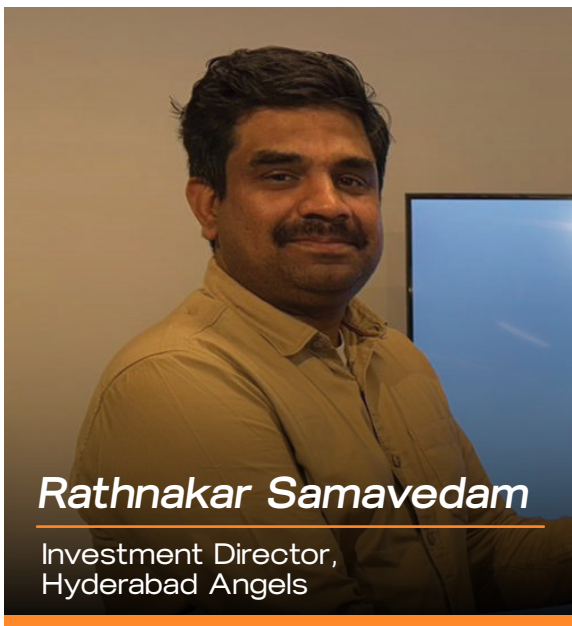
**Mahankali Srinivas Rao**

Ex CEO, T-hub



**Sandeep Chanda**

CEO, Global Services, Neudesic



**Rathnakar Samavedam**

Investment Director,  
Hyderabad Angels



**Amit Kumar**

Chief Financial Officer, A23





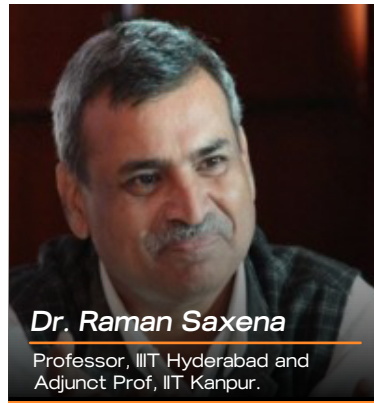
# GUEST FACULTY

Learn from leading industry experts, visionary entrepreneurs, and top investors who will make learning an experiential feat



**Munvar Khan**

Head of Design & DGM, Oppo

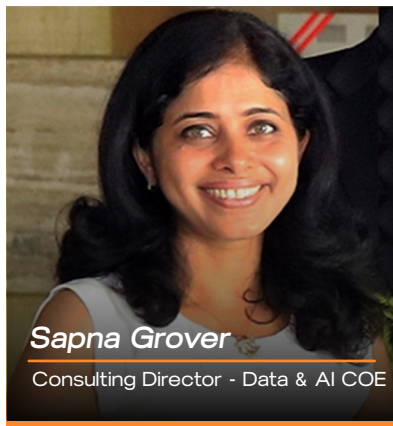


**Dr. Raman Saxena**

Professor, IIT Hyderabad and  
Adjunct Prof, IIT Kanpur.



భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్  
भारतीय प्रौद्योगिकी संस्थान हैदराबाद  
Indian Institute of Technology Hyderabad

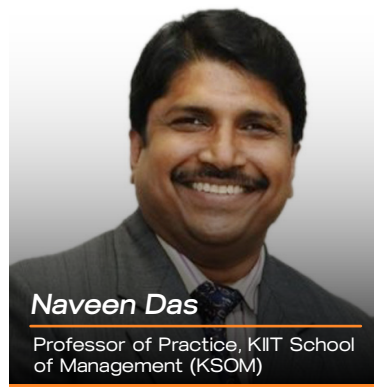


**Sapna Grover**

Consulting Director - Data & AI COE



**Microsoft**



**Naveen Das**

Professor of Practice, KIIT School  
of Management (KSOM)



**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**  
Deemed to be University U/S 3 of the UGC Act, 1956  
**SCHOOL OF MANAGEMENT**



**Praveen Garimella**

Director, Digital Learning - ISB



**Dr. Anurag Dugar**

Director (Academics)





# GLIMPSES OF BOWER SEED SESSIONS



## Master Class by Ram Kumar Varma

Founder & CEO,  
Native Araku Coffee Pvt. Ltd

## Jayesh Ranjan in Campus - Union Budget Discussion Meeting



## Master Class by Kishore Indukuri

Founder & CEO,  
Sid's Farm Private Limited.

## Master Class by Sapna Grover

Consulting Director - Data & AI COE  
- Microsoft.





# BOWER SEED STORIES



## CoSponsor

Abhik Kumar  
Grade 6

CoSponsor is a ONE-STOP solution where you can find or create sponsors for free, with no hidden charges or ads.



## Hobhop

P Niyathi Varma  
Grade 10

Display your talents through blogs, discover hobbies by connecting with people online, easily find the right tutors, participate and win fun competitions, and many more.



## Celextron

Rohan Mohanty  
Grade 7

ElectrOverdrive is an electric cycle that has many features like a massaging seat, indicators, fan, buzzer, pedal-powered phone charger, and many more user-centric benefits.



## POC

Anvitha Bejugam  
Grade 9

POC is an app that aims to provide better mental healthcare to those in need. It is a podcast with episodes that contain researched quality content on mental health topics.



## Wagon Express

Anvitha Bejugam  
Grade 9

A farm-to-fork business idea to provide customers with fresh vegetables and fruits at a reasonable price while simultaneously saving farmers from intermediary exploitation.




## TEMs

Sara Saxena  
Grade 9


TEMS is a highly configurable, cloud-based, and easy-to-use employee management system that offers features like time & attendance tracking, reporting with real-time data analytics, and more.



# JOIN NOW

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 **+91 8247819758**

