

FAQ

1. How long is this class and what will be covered in that duration?

Response ----The class comprises of 20 sessions from 10 am to 1pm on Saturdays. 20 sessions will be a mix of speakers (4 speakers), field trips (3 field trips), time with mentors (3 sessions) and class lessons (8 sessions) on basic business skills such as finance, marketing, legal as well as to prepare slides and rehearse pitch for the investor panel (body language etc). Last two sessions will be the investor panel & graduation.

2. What is the student selection process?

Response ----the process comprises of an online application form and personal interview, mainly to assess the motivation level of the children and their emotional maturity to do this course.

3. How will this course help my child?

Response ---- the goal of YEA is to teach your child business skills. In addition the speakers inspire the students to dream big. The field trips and mentor sessions also help them understand the finer details of starting and running a business. They meet students from different schools (as each host location will have a class of 30 with students from different schools across the city) and this diversity teaches them the merits of teamwork and appreciation for different perspectives. Practicing for the pitch teaches them confidence, poise and basic public speaking skills. This is a unique program that instills creative and innovative thinking at a young age.

4. How will kids come up with their business idea? Will you provide business ideas to them?

Response ---- YEA! acts as a facilitator. We do not provide ideas to kids. We spend 3 classes understanding the kids interests and passions, and help them think through ideas (that they come up with) that intersect with these interests. If at the end of these 3

sessions, kids still don't have ideas, we team them up with others who have ideas.

5. Is it ok mixing kids 11- 18 years, is the gap too large?

Response ----We assess the emotional maturity of the child through the application form and personal interview and we only accept those kids who we think are ready for this program. As seen in year 1, there are several 11 and 12 year olds who had better ideas and won the top prizes.

6. What is the background of your teachers/ how do you recruit your teacher?

Response ----Our faculty are entrepreneurs or professionals with a strong corporate background, which puts them in the best position to teach business skills and help kids think through the practical nuances of their ideas. They are individuals who have high energy and great communication skills to teach and connect with the students.

7. What if student misses a session?

Response -----We will share the class dates at the time of acceptance and only those who can commit the time are accepted. We allow any two classes to be missed due to various other commitments. Any additional missed classes are noted and this impacts the final score at the investor panel. We also take away student cell phones and give access only during the break. We have strict rules, as we only want to accept students who are committed to this program. If any class is cancelled due to unforeseen conditions like weather etc., there will not be a make up class, we will cover up in the next class and might ask students to stay back for some additional time to do this. If any classes are missed, it is the student's responsibility to contact the teacher and catch up. Our teachers are always happy to help.

8. What happens after 20 sessions, do you stay connected?

Response ---- We believe we have equipped our kids with the business skills and life skills they need to come up with new ideas. We will maintain an alumni database and stay in touch and are

happy to answer any questions they may have about future businesses.

9. Since kids are inundated with schoolwork and extra curricular activities will there be too much work outside of classes?

Response -----We will cover everything in those sessions, slides will also be prepared in class. However some time in the last few sessions might be needed outside of class to build a prototype (product or website) to prepare for the investor panel pitch. This is voluntary. Several students did not have prototypes however having this highly increases your chances of winning at the panel.

10. Can you describe the investor panel in more detail?

Response -----Each student gets 3 min to pitch and 3 min for Q&A. Our judges are experts from private equity firms and venture capitalists as well as seasoned entrepreneurs who provide invaluable feedback. Slides presented are on basics such as what is your idea and what problem does it solve, competitors & differentiation, financials, marketing & prototype. Several cash prizes will be given to the winners, all funded by YEA! The judges do not invest in your ideas unless they choose to take this offline and invest in their personal capacity. Certificates will be given to all students.