

# IBA CICT'S SUMMER SCHOOL 4.0

**Ages 13 - 15**

Get ready for the  
best summer yet!

**BIGGER**

**BETTER**

**& Full of Tech**



## Categories

- **Startup Studio**
- **Future Innovators  
Tech Camp**

# Summer School 4.0



This summer, teens aged 13-15 can dive into creativity, entrepreneurship, and advanced tech skills with our exciting camp modules. Whether you're passionate about launching your own brand or curious about the world of robotics, AI, and cybersecurity, we have something for you. Choose between Startup Studio, where you'll learn to build and market a brand, or Future Innovators Tech Camp, where you'll explore coding, game development, and smart tech through hands-on challenges and real-world applications.



**Rs. 80,000/- (+5% SST)**



**Starting 15<sup>th</sup> June 2025**



**Monday - Friday | 10:00 AM - 2:00 PM**

## Program Categories

### Startup Studio: Create, Market & Grow

For aspiring entrepreneurs passionate about digital marketing, this program focuses on:

- **Branding & E-Commerce** - Build a unique brand identity and create an online store.
- **Content Creation & Social Media** - Master viral content, video marketing, and social media growth.
- **Digital Advertising & SEO** - Learn to run effective ads and optimize for search engines.
- **Business Launch & Strategy** - Pitch your business idea and launch your brand to the world.

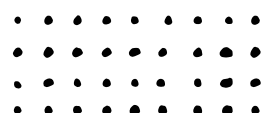
Hands-on projects and real-world activities to turn your ideas into a thriving business!

### Future Innovators Tech Camp

For teens passionate about technology and innovation, this program focuses on:

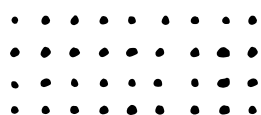
- **AI & Robotics** - Build and program intelligent robots and AI-powered projects.
- **Game Development & Coding** - Master Python, create interactive games, and develop immersive 3D worlds.
- **Cybersecurity & Ethical Hacking** - Learn the basics of hacking and protect digital assets.
- **Renewable Energy & Smart Tech** - Explore the future of energy with solar-powered inventions and AI-driven solutions.

Hands-on projects and challenges to sharpen critical thinking and creativity while preparing for real-world tech applications!



# Startup Studio: Create, Market & Grow

Week	Day	Activities
1	1	<b>Digital Marketing Mindset</b> <ul style="list-style-type: none"> <li>Understanding Marketing Funnels &amp; Customer Journey</li> <li>Case Studies: How global brands dominate online</li> <li>Activity: Develop a business idea &amp; brand positioning</li> </ul>
	2	<b>Building a Strong Brand Identity</b> <ul style="list-style-type: none"> <li>Brand strategy: Colors, psychology &amp; typography</li> </ul>
	3	<ul style="list-style-type: none"> <li>Hands-on: Create brand identity, logo &amp; theme</li> <li>Activity: Design a Professional Brand Style Guide</li> </ul>
	4	<b>Building an E-Commerce Website</b> <ul style="list-style-type: none"> <li>Shopify vs. WordPress vs. Wix - Choosing the best platform</li> </ul>
	5	<ul style="list-style-type: none"> <li>Hands-on: Create a fully functional online store</li> <li>Activity: Optimize product listings &amp; store navigation</li> </ul>
2	6	<b>Social Media Growth Hacking</b> <ul style="list-style-type: none"> <li>Understanding Instagram</li> <li>Hands-on: Set up social media accounts &amp; branding</li> <li>Activity: Create a viral content plan</li> </ul>
	7	<b>Video Marketing &amp; Reels</b> <ul style="list-style-type: none"> <li>Video trends: Hooks, storytelling &amp; engagement</li> <li>Hands-on: Shoot &amp; edit a promotional video</li> <li>Activity: Post &amp; track video performance</li> </ul>
	8	<b>Facebook &amp; Instagram Ads - A/B Testing</b> <ul style="list-style-type: none"> <li>How to target the right audience with ads</li> <li>Hands-on: Create &amp; test paid ad campaigns</li> <li>Activity: Analyze real-time ad insights &amp; engagement</li> </ul>
	9	<b>SEO &amp; Google Analytics for Growth</b> <ul style="list-style-type: none"> <li>Understanding SEO ranking factors &amp; backlinks</li> <li>Hands-on: Optimize websites &amp; blog posts for SEO</li> <li>Activity: Analyze SEO performance using Google tools</li> </ul>
	10	



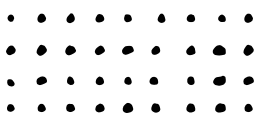
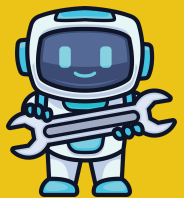
# Startup Studio: Create, Market & Grow

Week	Day	Activities
3	11	<b>Email &amp; Influencer Marketing for Sales</b> <ul style="list-style-type: none"> <li>Building email lists &amp; automation campaigns</li> <li>Hands-on: Write &amp; schedule marketing emails</li> <li>Activity: Reach out to influencers for brand collaborations</li> </ul>
	12	<b>Monetization &amp; Passive Income Strategies</b> <ul style="list-style-type: none"> <li>How to monetize blogs, YouTube &amp; online stores</li> <li>Hands-on: Set up an affiliate marketing strategy</li> <li>Activity: Design a lead magnet &amp; marketing funnel</li> </ul>
	13	<b>Finalizing Brand &amp; Business Strategy</b> <ul style="list-style-type: none"> <li>Reviewing branding, website &amp; marketing assets</li> <li>Hands-on: Create a pitch deck &amp; investor proposal</li> <li>Activity: Craft a compelling elevator pitch</li> </ul>
	14	<b>The Grand Business Launch - Live Event</b> <ul style="list-style-type: none"> <li>Each team presents their business &amp; marketing strategy</li> <li>Showcase: Ads, websites &amp; social media campaigns</li> <li>Q&amp;A with real entrepreneurs &amp; digital marketers</li> </ul>
	15	<b>Graduation &amp; Certification Ceremony</b> <ul style="list-style-type: none"> <li>Final reflections on Digital Marketing &amp; Entrepreneurship</li> <li>Awards for Best Brand, Best Marketing Strategy &amp; Most Engaging Pitch</li> <li>Networking &amp; celebration with parents &amp; industry guests</li> </ul>



# Future Innovators Tech Camp

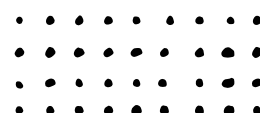
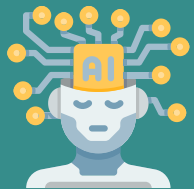
Week	Day	Activities
1	1	<b>Innovation &amp; Engineering Mindset</b> <ul style="list-style-type: none"> <li>• STEM problem-solving &amp; teamwork exercises</li> <li>• Icebreaker: Engineering design challenge (paper roller coasters)</li> <li>• Real-world tech innovations discussion</li> <li>• Project Kickoff: Brainstorm and choose an innovation project</li> </ul>
	2	<b>Python Coding &amp; Game Development</b> <ul style="list-style-type: none"> <li>• Transition from block coding to Python</li> <li>• Hands-on: Write &amp; run Python scripts for interactive games</li> <li>• Project: Build a simple AI-powered chatbot or game</li> </ul>
	3	
	4	<b>Advanced Robotics &amp; AI in Automation</b> <ul style="list-style-type: none"> <li>• Microcontrollers (Arduino/Raspberry Pi) &amp; sensor programming</li> <li>• Hands-on: Build &amp; code a smart sensor-based robot</li> <li>• Experiment: Test AI-based object recognition with cameras</li> </ul>
	5	
2	6	<b>AI, Machine Learning &amp; Image Recognition</b> <ul style="list-style-type: none"> <li>• AI ethics, machine learning &amp; real-world applications</li> <li>• Hands-on: Train an AI model to recognize images</li> <li>• Project: Create a basic AI-powered assistant</li> </ul>
	7	
	8	<b>Digital Storytelling, Augmented Reality (AR) &amp; Animation</b> <ul style="list-style-type: none"> <li>• Hands-on: Develop an interactive AR story</li> <li>• Use AR tools to enhance storytelling &amp; game design</li> <li>• Stop-motion &amp; digital animation challenge</li> </ul>
	9	
	10	<b>Advanced Game Development with Roblox or Unity</b> <ul style="list-style-type: none"> <li>• Game mechanics &amp; scripting with Lua or C#</li> <li>• Hands-on: Create an interactive 3D world</li> <li>• Challenge: Design &amp; pitch an educational game</li> </ul>





# Future Innovators Tech Camp

Week	Day	Activities
3	11	<b>Renewable Energy &amp; Smart Tech - Solar-Powered Inventions</b> <ul style="list-style-type: none"> <li>Future of energy (solar, wind, AI-driven smart grids)</li> <li>Hands-on: Build &amp; optimize a solar-powered gadget</li> <li>Tech challenge: Maximize efficiency using AI-based monitoring</li> </ul>
	12	
	13	<b>Ethical Hacking &amp; Cybersecurity for Teens</b> <ul style="list-style-type: none"> <li>Hands-on hacking lab: Test website security (in a safe sandbox)</li> <li>Password cracking &amp; ethical hacking fundamentals</li> <li>Cybersecurity escape room: Solve real-world hacking challenges</li> </ul>
	14	<b>Advanced Robotics - AI-Powered Obstacle Navigation</b> <ul style="list-style-type: none"> <li>Hands-on: Build a self-driving robot with AI sensors</li> <li>Coding Challenge: Program the bot to avoid obstacles autonomously</li> <li>Race &amp; competition day</li> </ul>
	15	<b>Innovation Showcase &amp; Graduation</b> <ul style="list-style-type: none"> <li>Teams present their projects to a panel of parents &amp; experts</li> <li>Live demos: Show their robots, AI projects, games &amp; prototypes</li> <li>STEM Quiz &amp; fun competitions</li> <li>Graduation ceremony with awards &amp; certificates</li> </ul>



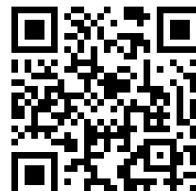


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