Master Class on Social Innovation And Crowd Funding With Live Project
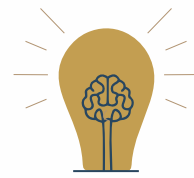
NEXTGEN INNOV8

Ideate. Innovate. Make the world better.

GREYCAPS
KNOWLEDGE TRIBE

FUEL A DREAM
THE CROWDFUNDING PLATFORM

About

In this online course, you will have a general understanding of social innovation responsibility& crowd funding activities, how it works and what are the important criteria to succeed in your crowd funding campaign, as well as platforms you can use. You will also get the opportunity to work on live social responsibility crowd funding project.

Duration

Total 5 hrs training + 1 month live crowd funding project
Day-1: 3 hrs
Day-2: 2 hrs followed by 30 days live project.

Platform: ZOOM

Program Date:
12th & 13th June 2021

Level: Introductory

Reasons to join the course:

- Live crowdfunding project (spend 3-4 hours per week)
- Certificate on completion
- Session by industry experts & Harvard alumni

Learning Objectives:

- Introduction to social responsibility , crowd funding, and how it works.
- Learn how to make social impact & to fund innovation & creative ideas.
- Learn the science of communication & how to leverage the social media.
- Learn about the Driving Forces of Social Responsibility.
- Understand the difference between donations and crowd funding
- Know how to run a crowd funding campaign
- How to use crowd-funding platform.
- Learn how to use storytelling, technology, social media, and consumer behaviour to make a social impact and help others

	01 Planning		**05**	Crowd funding

SKILLS YOU WILL GAIN

Planning	01		05	Crowd funding
Self efficacy	02		06	Cost-Benefit analysis
Build online image	03		07	Develop communication skills
Execution	04		08	Advertising campaign

Syllabus:

Module-1 :
Session by Aditya Pachpande
Intro of Aditya, About Suraksha Box mission, Why social innovation, Aditya's Crowd funding experience and understanding of crowdfunding, sharing his insights through personal and practical stories.Platform used by him and his experience about it

Module-2 :
Session by Mr. Giri
What is social responsibility , Social entrepreneurship and what impact you can make with it.

Module-3
Session By Mr. Ranga
The first session is an introduction to the concept of crowd funding. Participant understands the big picture, how it can be used, and why it is critical for them to learn crowd funding as a life-skill.

Module-4 :
Session by Dr. Sandeep Pachpande
Social innovation & entrepreneurship and why it is important. What are non profits and NGO's. Essential about fundraising.

Module-5 :
Sessions by Mr. Ranga followed by 30 days project.

- Second session is a deep dive into the science of crowd funding where participant learn how to manage their campaigns. This session will teach participant the dos and the dont's of how to run and manage your crowd funding campaigns.

- All the participant campaigns (each participant has one campaign) will be launched as a live project in few hours after the 2nd session.

Project Details:

- Individual live Campaign will be created for each participant and he/ she has to run the campaign for 30 days to raise the fund (target amount) by applying the crowd funding skills learned during the course.
- Project Certificate will be awarded after the successful completion of live project.
- Participant also get feedback on how the funds collected have been used so that they understand the impact they have made.

Instructors:

Dr. Sandeep Pachpande
Alumni- Harvard Business School
Chairman
ASM Group of Institutes

Aditya Pachpande
Child Prodigy, Young Innovator
Co-founder - NextGenInnov8

Mr. Giri Balasubramaniam
Alumni- Harvard Business School
(Pickbrain)
Quizmaster & CEO- Greycaps

Mr. Ranganath Thota
CEO & Founder FuelADream

PROJECT DETAILS

Live Project: Crowdfunding for SURAKSHA BOX, a UVC sterilisation box that helps killing bacteria, germs and virus, including all strains of COVID-19

Individual live Campaign will be created for each participant and he/ she has to run the campaign for 30 days to raise the fund (target amount) by applying the crowd funding skills learned during the course.

Project Certificate will be awarded after the successful completion of live project.

Participant also get feedback on how the funds collected have been used so that they understand the impact they have made.

Certifications:
Certificate jointly given by Greycaps & NextGenInnov8

Crowd funding project participation certificate by FuelADream & NextGenInnov8

How to enroll:
Visit The Link To Register:

https://www.nextgeninnov8.com/crowdfundingcourse/google/

For More Details Contact
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