

POWERED BY SALES GEEK

NXTGEN

Entrepreneurs

Builders, *not dreamers.*

Licensee Prospectus

A four-tier youth entrepreneurship licence for the Indian market.

Sales Geek (UK) · Franchise India Holdings · Ages 11–21

The opportunity

NXTGEN Entrepreneurs is a ready-to-deliver youth entrepreneurship programme — fully built, AI-native, and designed for the Indian market. As a licensee, you deliver it to schools, families and funded cohorts under an established brand, and you keep what you earn.

This prospectus explains what the programme is, who it serves, how it is structured, the size of the opportunity in India, and the commercial model. If it speaks to you, the last page tells you how to enquire.

4

PROGRESSIVE TIERS

11–21

AGE RANGE

6

SKILL PILLARS

90–120MINUTE
WORKSHOPS

Why now. India has one of the largest school-age populations on earth, a national education policy that prizes real-world and entrepreneurial skills, and a corporate sector legally required to fund education through CSR. The demand is there. NXTGEN is the product that meets it — and you can own its delivery in your territory.

What NXTGEN Entrepreneurs is

NXTGEN Entrepreneurs is a four-tier programme that teaches young people aged 11 to 21 how to think, communicate and build like entrepreneurs. It is delivered in lively 90–120 minute workshops rather than lectures, and artificial intelligence is woven through the curriculum as a working tool, not a topic to talk about.

The spine of the programme is a single idea: builders, not dreamers. Every module ends with the student having made something real — a pitch, a prototype, a brand, a plan, a piece of customer evidence. That tangible artefact is the proof of learning, and it is what makes the programme land with students, parents, schools and funders alike.

What that means in practice

- **AI-native.** Students use AI as a genuine working tool throughout, building the fluency the modern world now expects.
- **Workshop-driven.** Short, energetic sessions built around doing, not listening. The longest phase in every session is the build.
- **Proof, not theory.** Every module produces a tangible output the student can show and be assessed on.
- **Progressive.** Four tiers carry a learner from first confidence at age 11 to launching a real venture by 21.

“Build it. Don’t just dream about it.”

Who it's for

The programme is built for young people aged 11 to 21, and for the organisations that reach them. As a licensee you can deliver to several distinct audiences, often at the same time:

- **Schools and colleges** as enrichment, clubs, or timetabled sessions, delivered by you or your certified facilitators.
- **Private cohorts and families** who enrol students directly, outside of school.
- **CSR-funded groups** where a company sponsors delivery to students who could not otherwise access it.
- **NGOs and foundations** running youth, skilling or employability initiatives.
- **Universities and corporates** for the older Builders tier, on enterprise and employability tracks.

Because the four tiers are age-banded and progressive, a single school or partner can run the programme for years as students move up through it.

The programme structure

Four progressive tiers carry a learner from first confidence to a real, launchable venture. Each tier is a complete course of modules delivered in the 90–120 minute workshop format.

Tier 1 — Foundations (ages 11–13)	First confidence, voice and ideas. Young learners discover they can have ideas worth sharing and the courage to share them.
Tier 2 — Emerging Leaders (ages 14–16)	Teamwork, communication and commercial awareness. Students learn how value is created and how to work with and persuade others.
Tier 3 — Future Ready (ages 16–18)	Critical thinking, resilience and a professional digital presence. Students prepare for the transition into work, study and the wider world.
Tier 4 — NXTGEN Builders (ages 18–21)	True venture-building. Over ten modules students take a real idea from problem to launch, ending with a live pitch to an industry panel.

Tier 4 is fully included. NXTGEN Builders is part of the standard licence at no additional cost — giving you a route into universities, employability programmes and adult learners as well as schools.

Learning outcomes — the six skill pillars

Six skill pillars run through every tier. They are what parents, schools and funders are really buying, and they are what every student leaves stronger in, whichever tier they sit in.

Confidence & Voice	The courage to speak, share an idea, and back oneself in a room.
Communication & Empathy	Listening, reading people, and getting a message across with clarity and warmth.
Commercial Awareness	Understanding how value is created, priced and exchanged in the real world.
Entrepreneurial Thinking	Spotting problems worth solving and turning ideas into action.
Resilience & Critical Thinking	Handling setbacks, weighing evidence, and thinking for oneself.
Digital Professional Presence	Showing up credibly online and using AI as a working tool.

What every student leaves with

- A tangible artefact from every module — proof of what they can do, not just what they were taught.
- A recognised qualification certificate for each tier completed, plus a shareable digital badge.
- Measurable growth across the six pillars, visible to parents and schools.

What a session looks like

Every workshop follows a consistent, easy-to-deliver rhythm. Facilitators are given a full guide for each module, so the structure stays the same even as the content changes.

Warm-up	A short, energising opener that gets every student talking and ready to take part.
Teach	A focused input introducing the module's core idea — kept brief, because the point is to do.
Build	The heart of the session and its longest phase. Students make the module's artefact, often with AI as a tool.
Share	Students present or test what they built, practising voice and receiving feedback.
Reflect	A close that locks in the learning and sets up the next step.

Facilitators receive a detailed guide for every module — timing maps, what to say and do, what to watch for, troubleshooting, inclusion notes and safeguarding guidance — so quality stays high across every licensee and every classroom.

The market — the India opportunity

India offers a rare combination: enormous demand, supportive policy, and a built-in funding mechanism. Three forces make the timing unusually strong.

A vast, young population

India is home to one of the largest school-age populations in the world — over 250 million young people in education. Families increasingly seek skills that exams alone do not provide, and are willing to invest in them.

Policy that wants exactly this

India's National Education Policy 2020 explicitly champions experiential learning, critical thinking and entrepreneurial and life skills inside education. A programme like NXTGEN is aligned with the direction the system is being asked to move in.

A built-in funding mechanism: CSR

Under the Companies Act, qualifying companies must spend two per cent of their average net profits on corporate social responsibility, and education and skilling are eligible activities under Schedule VII. This creates a large, recurring pool of funding that can pay for delivery to students — turning a school's budget constraint into a sponsor's opportunity.

The full picture. Detailed market sizing, pricing benchmarks, partner economics and three-year projections are set out in the India Partner Playbook, shared with you as part of onboarding.

Five routes to market

You are not limited to a single channel. The programme is designed to be sold and delivered through five complementary routes, so you can build a resilient mix in your territory.

1 · Private schools	Sell directly to fee-paying schools as enrichment, clubs or timetabled delivery.
2 · School groups & chains	Win a single group to scale across many campuses at once.
3 · CSR partnerships	Secure corporate CSR funding to deliver the programme to students at scale.
4 · NGOs & foundations	Partner with organisations running youth, skilling and employability work.
5 · Corporate & university	Deliver the Builders tier on enterprise and employability tracks for older learners.

The business model & the opportunity to earn

NXTGEN operates on a pure licence model. You pay to hold the licence — and after that, you keep what you earn. There is no revenue share.

\$7,000 INITIAL LICENCE FEE	\$650 ANNUAL RENEWAL	0% REVENUE SHARE
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How the model works

- **One initial licence fee** of \$7,000 gives you the right to deliver the full four-tier programme in your territory.
- **A modest annual renewal** of \$650 from the second year keeps your licence, brand rights and materials current.
- **No revenue share.** What you charge schools, families and sponsors is yours. Your margin stays with you.
- **Existing Sales Geek franchisees** may qualify for a referral arrangement — ask when you enquire.

What drives your return

Because there is no revenue share, your earnings are a function of how widely you deliver. The main levers are:

- The number of students and cohorts you run each year.
- Your fee per student or per cohort — benchmarked for India in the Partner Playbook.
- The mix of paid and CSR-funded delivery you build.
- Whether you deliver yourself or scale through certified facilitators.

Full economics. Indicative pricing, partner economics, break-even analysis and a 90-day launch plan are provided in the India Partner Playbook during onboarding, so you can model your own territory before you commit to scale.

What you get with the licence

The licence is a complete, market-ready business in a box. Everything needed to deliver and sell the programme is included.

The full curriculum	All four tiers, every module, ready to deliver — including Tier 4 Builders at no extra cost.
Facilitator guides	A detailed delivery guide for every module: timings, scripts, troubleshooting, inclusion and safeguarding.
Slide decks & materials	Branded slide decks and student-facing materials for each module.
Credentials	Tier qualification certificates and shareable digital badges to award your students.
Sales & marketing collateral	Brochures, pitch decks for schools and funders, and a marketing plan with ready-to-use content.
Onboarding & certification	Structured onboarding and facilitator certification so you and your team can deliver with confidence.
Ongoing support	Continued access to updated materials and the support of the wider partner network.
The brand	The right to deliver under “NXTGEN Entrepreneurs · Powered by Sales Geek.”

How it works

NXTGEN reaches the Indian market through a simple three-party structure. You join as a licensee — the delivery end of an established chain.

Sales Geek (UK)	Licensor and owner of the programme and brand.
Franchise India Holdings	Master licensee for India, supporting and managing licensees on the ground.
You — the licensee	Hold the right to deliver the programme in your territory and keep what you earn.

Getting started

1. Enquire using the details on the next page.
2. Have a discovery conversation and review the Partner Playbook and licence terms.
3. Sign the licence and complete onboarding and facilitator certification.
4. Launch in your territory with a 90-day plan and the full materials suite behind you.

ENQUIRE

Ready to build it?

If NXTGEN Entrepreneurs fits the territory and the audience you can reach, we'd like to hear from you. Get in touch for a discovery conversation and the full Partner Playbook.

LICENSEE ENQUIRIES

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nxtgenentrepreneurs.in

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