Nurturing Future Innovators and Entrepreneurs

EnCube Labs is deeply committed to positive transformations in children and youth by engaging and exposing them to life-changing programs that unleash their creative confidence, develop entrepreneurial self-efficacy, and identify pathways for leadership development. The vision is to cultivate the mindset and skillset for innovation and entrepreneurship, most importantly, among students in schools and universities.

Experiential design and innovation interventions can enhance individuals' confidence to "learn to learn" and step outside their current zone of competence and comfort. These individuals, as mentors, influence others in their local circles and communities.

Our studies have shown that such initiatives nurture the development of sustainable innovation and entrepreneurship ecosystems that strengthen the community's ability to approach problems as business opportunities and create employment and wealth.

Visit: **https://www.youtube.com/c/Zero2Maker**

Prof. **Rajesh Nair** is a designer, engineer, entrepreneur, and educator and has 30 years of product design and startup/entrepreneurship experience. His research at MIT and ASB was on nurturing entrepreneurs from underserved communities. He has conducted over a hundred workshops globally for children, youth, and professionals.

- *Founder, CEO, EnCube Labs*
- *Former Professor of Practice in Innovation & Entrepreneurship at the Asia School of Business (ASB-MIT-Sloan)*
- *Former Visiting Scholar at MIT*
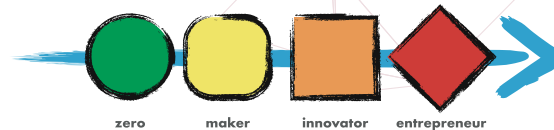- *Holds 13 US patents*

(www.rajeshnair.me)

EnCubeLabs

Incubating Entrepreneurs.

Learn Everywhere

Approved by NH DoE
Learn Everywhere Program

Nurturing Future Entrepreneurs

zero — maker — innovator — entrepreneur

EnCube Labs LLC
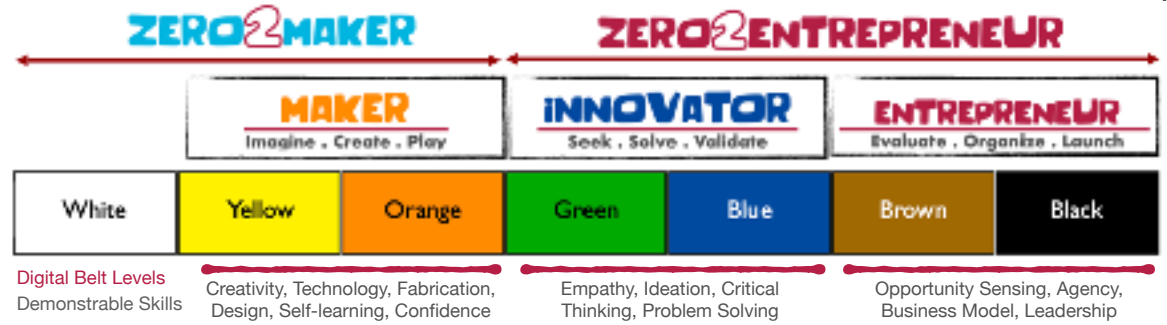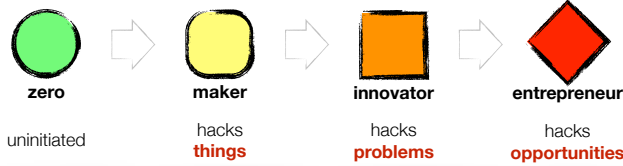Nashua NH USA
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ZERO2MAKER

ZERO2ENTREPRENEUR
Nurturing Future Entrepreneurs

Experiential Courses in Technology, Design, Innovation & Entrepreneurship

EnCubeLabs
Incubating Entrepreneurs.

ARE ENTREPRENEURS BORN OR MADE?

zero	maker	innovator	entrepreneur
uninitiated	hacks **things**	hacks **problems**	hacks **opportunities**

ZERO2MAKER — **ZERO2ENTREPRENEUR**

MAKER	INNOVATOR	ENTREPRENEUR
Imagine . Create . Play	Seek . Solve . Validate	Evaluate . Organize . Launch

White	Yellow	Orange	Green	Blue	Brown	Black

Digital Belt Levels
Demonstrable Skills

Creativity, Technology, Fabrication, Design, Self-learning, Confidence	Empathy, Ideation, Critical Thinking, Problem Solving	Opportunity Sensing, Agency, Business Model, Leadership

The Pre-Entrepreneurship Development Framework

Prof. Nair developed the Zero2Entrepreneur (Z2E) framework over ten years of his research at MIT and Asia School of Business, which significantly differs from conventional entrepreneurial programs by enabling individuals to recognize their inherent entrepreneurial aptitude. It harvests 'pre-entrepreneurs' by providing individuals with the creative confidence to venture out of their comfort zones and build resilience and resourcefulness to pursue a vision. The Z2M workshop is the first part of this framework designed primarily for schools, while Z2E focuses on young adults. More than 100 Z2E/Z2M workshops were conducted in 7 countries and influenced more than 4,000 learners.

The transformational stages of the framework are:

ZERO: The uninitiated youth with unrecognized potential

MAKER: The creative thinker and doer, who thinks outside safe spaces, connects disparate ideas, and designs and makes things

INNOVATOR: The problem solver who can synthesize observations and interactions to identify unmet community/human needs and create and validate desirable solutions for social impact or financial gain

ENTREPRENEUR: The value creator who converts a problem into a commercial opportunity by creating a business

ECOSYSTEM: This additional social element of the framework enables innovation and entrepreneurship in communities and provides for scaling. It consists of an environment of makers, innovators, and entrepreneurs acting as role models to attract new candidates and nurture them through their developmental process of becoming pre-entrepreneurs.

ZERO2MAKER COURSE:

Zero2Maker course is designed to introduce students to:

- **Mechanical Design:** Spatial Thinking to conceive, design and create physical objects by hand and through 3D CAD and 3D printing.
- **Electronic System:** Designing with Microcontroller, input & output devices, and power sources
- **Logic Design:** Learn to code to bring microcontroller based products to life.
- **Maker Skills:** Designing and fabricating intelligent electromechanical products for given applications
- **Communication Skills:** Build confidence in presenting ideas through pitching and videos
- **Team Working:** Learn to work in teams to ideate, create, and mentor others.

NO PREREQUISITES REQUIRED

Students receive personal Maker kits with tools, electronic devices, and materials for learning at home.

ZERO2ENTREPRENEUR COURSE:

Zero2Entrepreneur course starts where the Zero2Maker course ends. The focus of the course is to build the skills and mindset of an Innovator, problem-solver, and entrepreneur in students. The experience through the course is designed to build these competencies:

- **Empathize:** How to observe and engage in developing inferences and insights to learn challenges faced by the user
- **Define:** Identify the unmet needs of value from observations and inferences
- **Solve:** Ideate solutions, develop prototypes & test
- **Plan:** Learn to create business models with a value proposition, financial modeling, and reaching the market
- **Launch:** Prepare business plan and pitch with market leaders. Students will work on multiple team projects to learn how to identify valuable opportunities and capture the value.

- Zero2Maker and Zero2Entrepreneur are offered online after school hours over eight sessions each
- Students will build their digital portfolio of projects done and skills developed for college admissions and employment.
- Blockchain-based badging system offers white to black belt status
- Students are trained as mentors to spread their learning through doing and teaching

If we can change the beginning of the story of a child, we can change her entire life story.