

Brand High JUNIOR

Curated by **IIM**
Certified Trainer



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

AI Young Innovator

FUTURE SKILLS FOR YOUNG INNOVATORS

CLASS 4 TO 10



CEITRC
के.शै.ता.मा.सं.स

Gout. of INDIA Recognized

An Autonomous Institute Under the Govt. of NCT of Delhi (INDIA)
Central Education & Information Technology Research Committee



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BH Brand High JUNIOR

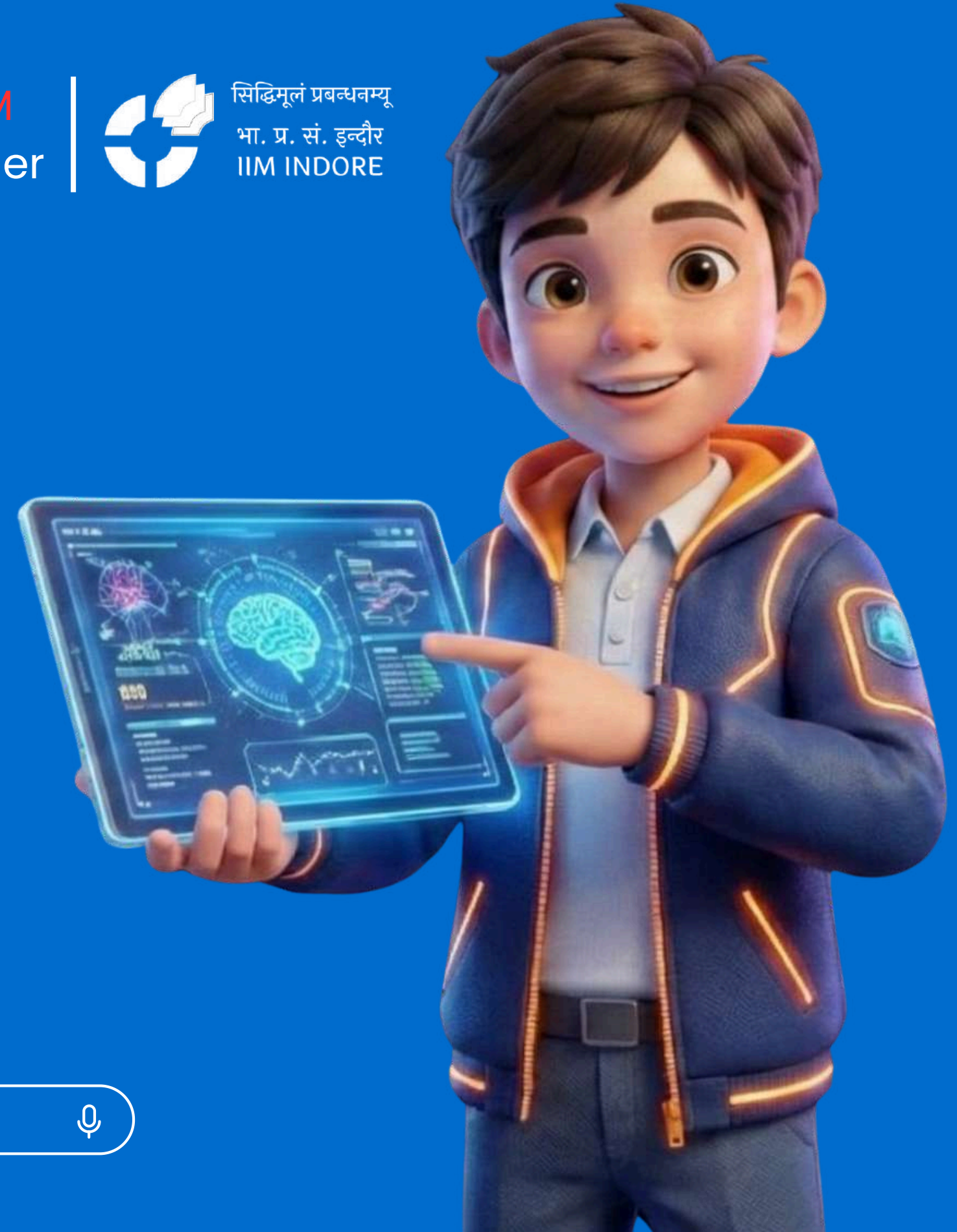
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FRANCHISE OPPORTUNITY DECK



Q AI YOUNG INNOVATOR

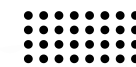


INDIA'S FIRST AI TRAINING ECOSYSTEM

FOR SCHOOL STUDENTS
(CLASS 4 - 10)

AI Young
Innovator

FUTURE SKILLS FOR YOUNG INNOVATORS



THE **FUTURE** IS HERE - ARE YOU **READY** TO **OWN IT?**

The world will be led by artificial Intelligence. Brand High Junior helps children lead the future. Brand High Junior is India's first structured, offline, AI-powered learning franchise for school students



Sim
to

LEAD THE FUTURE

Empowering students to lead in an AI-driven world.

FIRST IN INDIA

Pioneering structured, offline AI learning for school students.



WHY BRAND HIGH JUNIOR'S AI YOUNG INOVATOR PROGRAM?

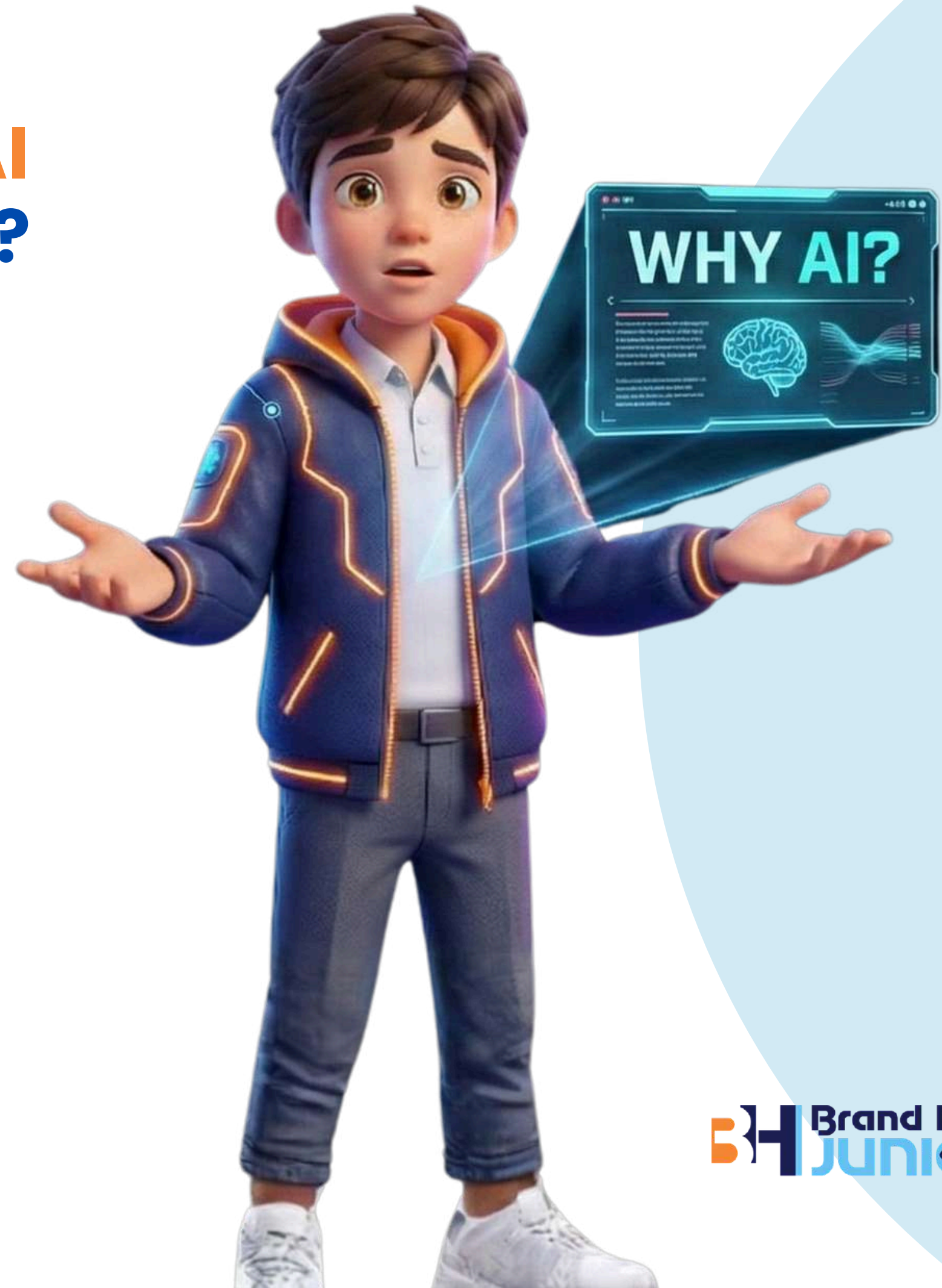
Our program offers unique advantages for students and franchisees.

- **INDIA'S 1ST OFFLINE AI PROGRAM**
- **TOOL-BASED CURRICULUM FOR CLASS 4-10.**

- **STRUCTURED CURRICULUM**
- **3-MONTH PROGRAM WITH 24 SESSIONS (2/WEEK).**

- **NON-TECHIE FRIENDLY**
- **DESIGNED FOR PARENTS AND EDUCATORS WITHOUT TECH BACKGROUNDS.**

- **LIFETIME LMS ACCESS**
- **EVERY STUDENT GETS CONTINUOUS LEARNING ACCESS.**



OUR MISSION

Our goal is to empower young Indian students with practical AI skills.

01

Equip 1 Million Students

By 2030, with practical AI skills.

02

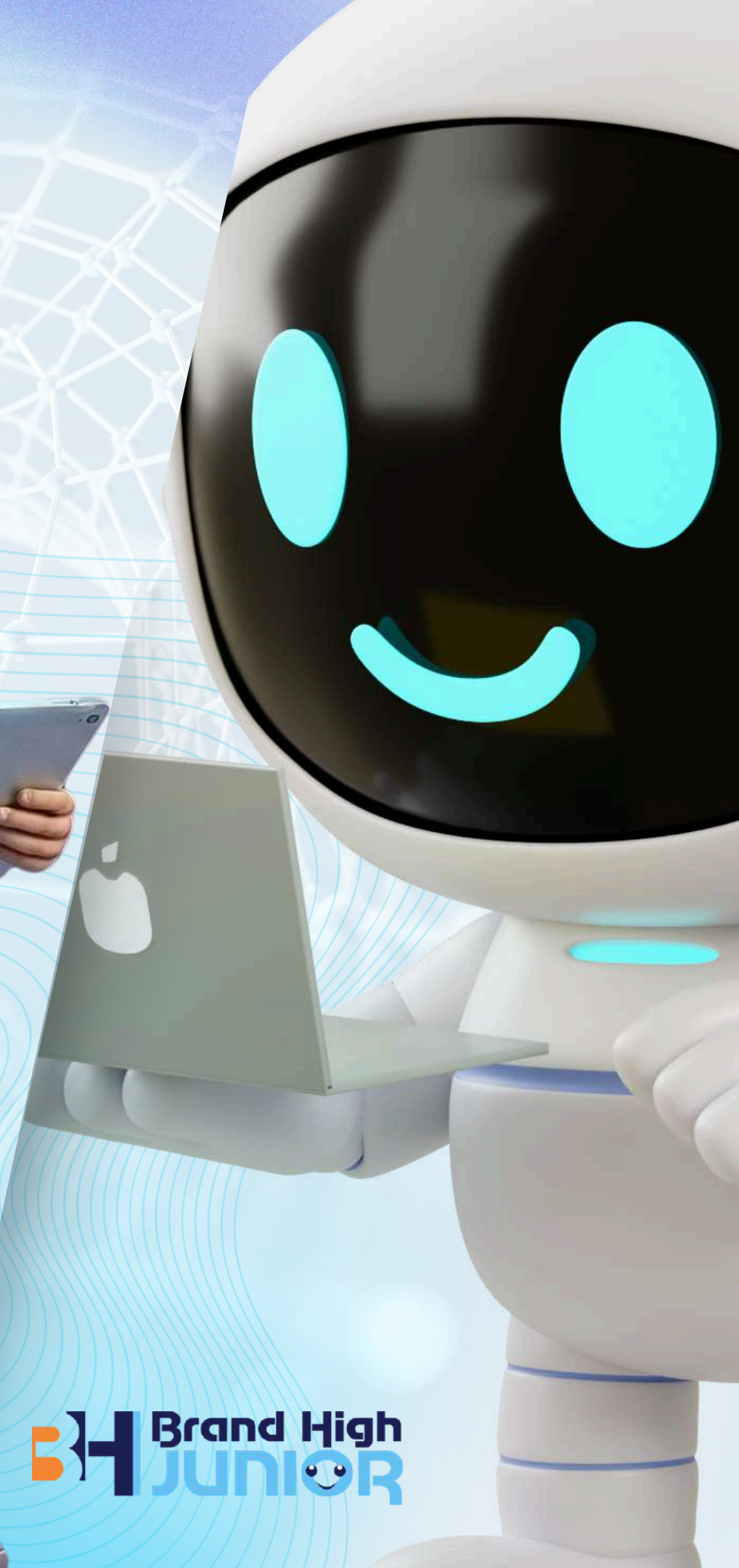
Own Your Business

Opportunity to own an AI-powered learning business

03

World-Class Support

Backed by robust systems and support.



WHAT WE TEACH

(REAL TOOLS, REAL LEARNING)

We teach practical AI skills using real-world tools.

Subject	AI Tools	Skills Gained
English	ChatGPT	Essay writing, public speaking
Science	Perplexity, YouTube	Concept explanation, visual learning
Math	ChatGPT, Google Lens	Step-by-step solving, logical clarity
Design & Projects	Canva, DALL·E	Visual storytelling, creativity
Research & Exams	Notion, ChatGPT	Notes making, mock tests, flashcards

INVESTMENT & SETUP SNAPSHOT

50,000/-

Annual Franchise Fee For 5 years, renewable.



5 Year Agreement With Renewable
Support 5% Royalty on Revenue



REVENUE & ROI

HOW YOU EARN

EXPLORE THE POTENTIAL FOR SIGNIFICANT EARNINGS WITH BRANDHIGH JUNIOR.

FEE PER STUDENT (AVG):

EACH STUDENT PAYS AN AVERAGE FEE OF ₹12,000 PER COURSE

AVERAGE STUDENTS PER BATCH:

EACH BATCH TYPICALLY CONSISTS OF 8 STUDENTS.

BATCHES PER YEAR:

YOU CAN RUN 24 BATCHES ANNUALLY.

GROSS ANNUAL REVENUE:

THIS SETUP CAN GENERATE A GROSS ANNUAL REVENUE OF ₹ 23,04,000 /-

ROYALTY TO BRAND HIGH DIGITAL:

YOU PAY 5% ROYALTY AMOUNTING TO ₹ 1,15,200.

ANNUAL FRANCHISE FEE:

THE YEARLY FRANCHISE FEE IS ₹50,000



Brand High
JUNIOR

SAMPLE PROFITABILITY PROJECTION (YEAR 1)

**A CLEAR ESTIMATE OF YOUR POTENTIAL
YEARLY PROFIT.**

- **AVERAGE FEE/STUDENT: ₹12,000 PER**
- **COURSE BATCH SIZE: 8 STUDENTS**
- **BATCHES/YEAR: 24**
- **GROSS ANNUAL REVENUE: ₹23,04,000**
- **ROYALTY (5%): ₹1,15,200 PER YEAR**
- **ANNUAL FRANCHISE FEE: ₹50,000**

YEARLY PROFIT ESTIMATE: ₹ 11,12,800.

BREAK - EVEN WITHIN 3-4 MONTHS.



**Brand High
JUNIOR**

OUR FRANCHISE SUPPORT MODEL

We provide comprehensive support for your success.

01

Dedicated RM

Personalised relationship management

02

Trainer Training

Certification and ongoing support.

03

Marketing Toolkit

Creatives and launch support.

04

Lifetime LMS

Access for all students.

05

CRM

CRM + WhatsApp Automation (Optional Upgrade)

06

National Campaigns

National Campaigns to Support Admissions

 Brand High
JUNIOR



PERFORMANCE DRIVEN GROWTH

**WE FOSTER GROWTH THROUGH
CONTINUOUS SUPPORT AND INCENTIVES**

- **MONTHLY TARGET PLANNING WITH YOUR BRAND HIGH RELATIONSHIP MANAGER.**
- **ACCESS TO CAMPAIGNS**
- **LEADS AND EXPERT MENTORING.**
- **INCENTIVES & REFERRALS FOR HIGH PERFORMER**
- **COMMUNITY CALLS**
- **WEEKLY FRANCHISEE CALLS AND LEADERBOARD.**



WHO CAN JOIN US?

Home Tutors

Expand your teaching scope with AI training.

Small Tuition Class Owners

Integrate AI into your existing curriculum

Freelancers & Housewives

Anyone committed to teaching and growth.

Retired Teachers / Working Professionals

Share your wisdom in a new, exciting field.



Proposal for

SCHOOLS

**AI Young Innovator
Program**

50,000/-

Annual Franchise Fee
For 5 years, renewable.





COURSE STRUCTURE

DURATION : 12-MONTH COMPREHENSIVE PROGRAM.

SESSIONS : 1 SESSION PER WEEK
(ONCE IN A WEEK)

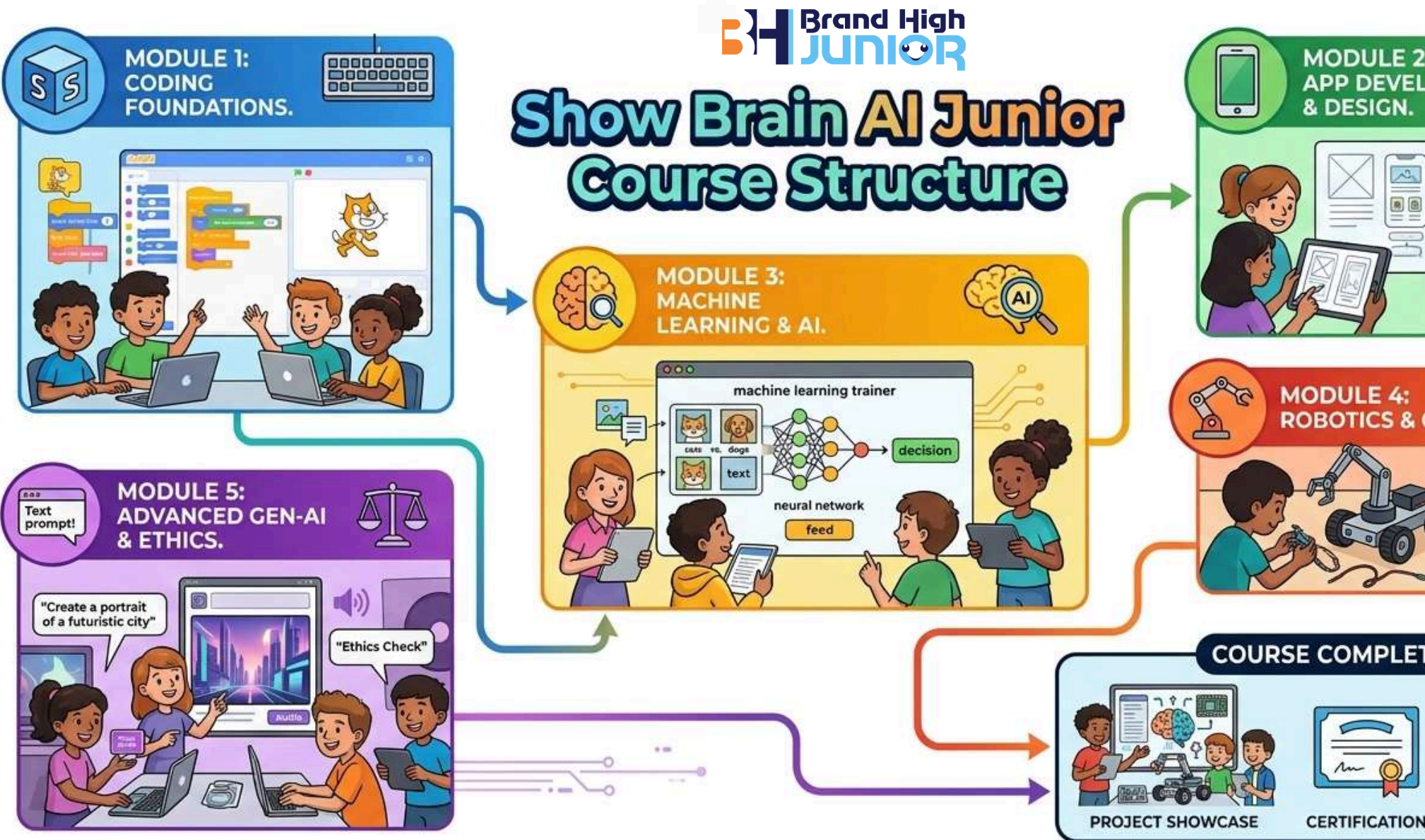
CURRICULUM TRACKS:

Gigglebyte (Classes 4-7):

Focuses on AI basics, voice assistants, creative tools like Canva and Suno AI, and ethical AI use.

Mindcraft AI (Classes 8-10):

Covers advanced prompting, AI agent creation, app building with no-code platforms (Lovable), and Machine Learning basics.



FINANCIAL MODEL

(Per Student)

SCHOOL CHARGES PER STUDENT: ₹3,000 PER COURSE.

The school can choose to offer this as an "After-School Club" or "Saturday Special" activity.

With an average batch size of 20-30 students, the school can generate significant revenue while providing a future-ready skill set.

WHAT THE INVESTMENT COVERS:

- Lifetime access to the Learning Management System (LMS).
- Government-recognized certification (CEITRC - NCT Delhi Approved).
- All necessary digital resources, worksheets, and project guides.



Brand High
JUNIOR



LET'S LAUNCH TOGETHER



■ Be First

Establish yourself as a pioneer in your city.

■ Flexible Work

Operate from home or a shared class space.

■ High Revenue

Build a business generating ₹20+ lakh/year.

■ Impact Thousands

Train students to lead the AI revolution.

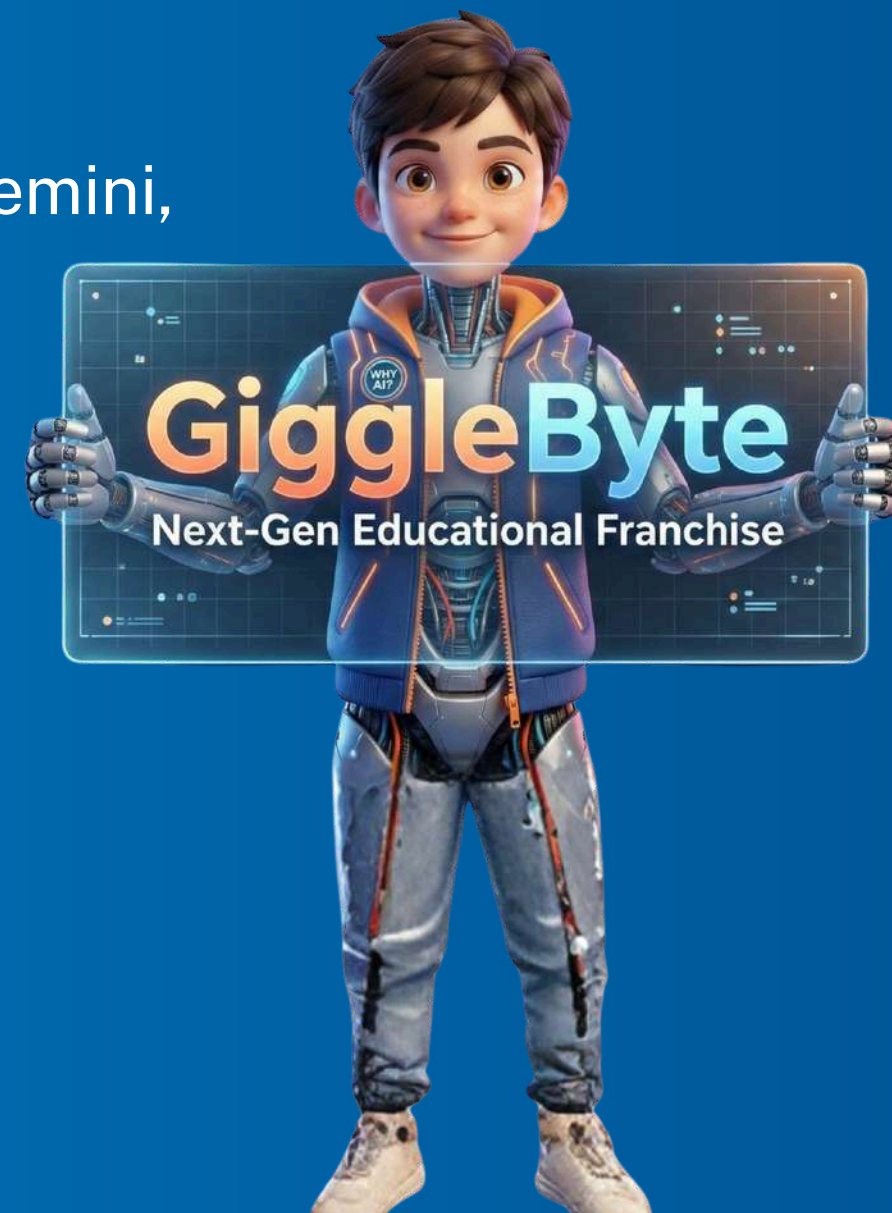
AI Young Innovator

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(4TH-7TH) GIGGLEBYTE

Topic / Tool

1. Introduction Session & Curriculum Overview
2. Introduction to AI
3. Google Maps & Google Assistant
4. Prompt Engineering
5. AI Assistants – ChatGPT, Gemini, Perplexity
6. Grammarly
7. Canva – Part 1
8. Canva – Part 2
9. Napkin AI
10. NotebookLM
11. Mini Project (Part 1)
12. Mini Project (Part 2)



Description

- Welcome session, program flow, expectations, system setups and email generation.
- Basics of AI, examples, benefits, limitations
- Voice AI + navigation tools
- Writing effective instructions for AI
- Understanding and comparing major AI chat tools
- Grammar, spelling, and tone correction tool
- Design basics: posters, flyers, templates
- AI features: Magic Write + Text-to-Image
- Idea-to-diagram visual thinking tool
- NotebookLM
- Hands-on creative project using learned tools
- Continuation and completion of project

(4TH-7TH) GIGGLEBYTE

Topic / Tool

13. Assessment 1
14. Miro Lite
15. AI Ethics and Safety
16. Gamma
17. Curipod
18. Suno AI
19. Kling AI
20. Craiyon
21. Mini Project (Part 3)
22. Mini Project (Part 4)
23. Assessment 2
24. Showcase and Certification



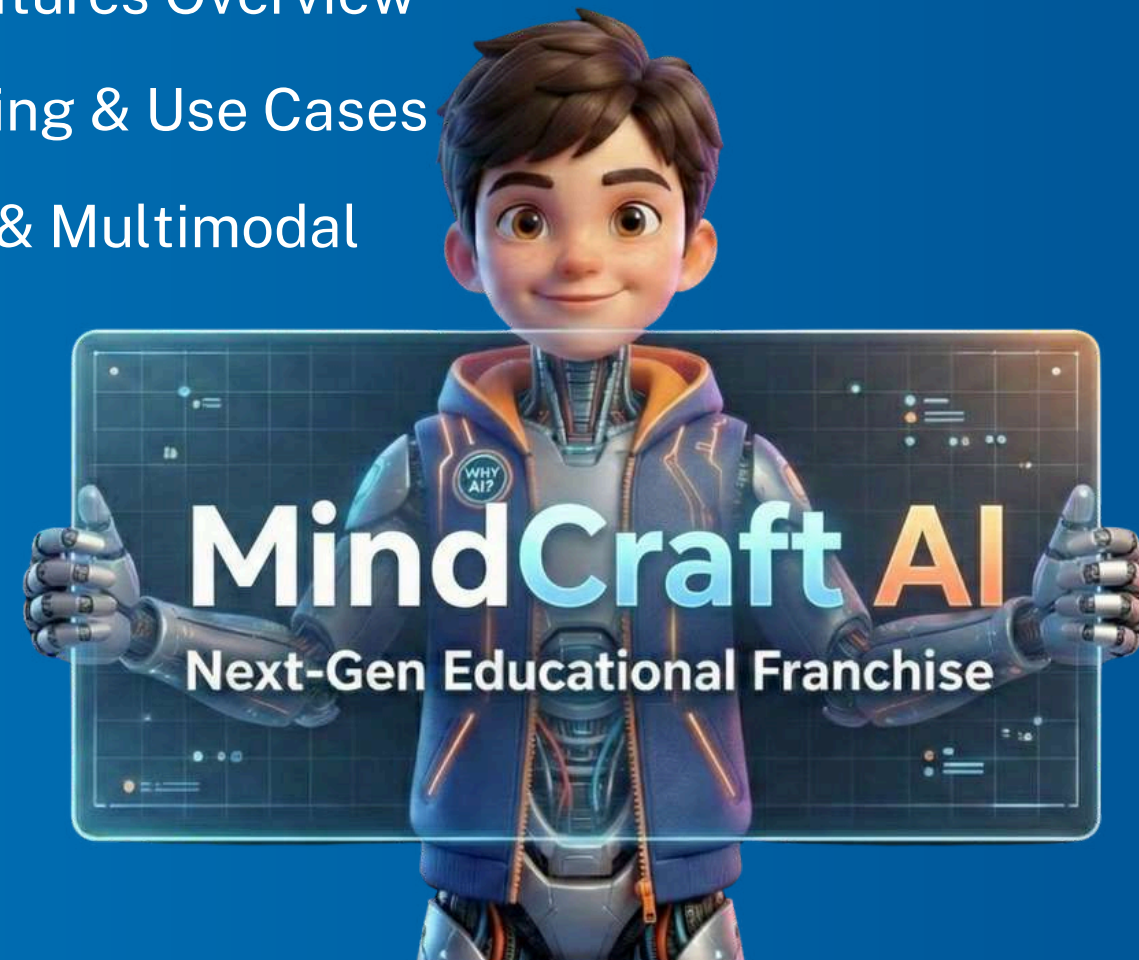
Description

- Quiz + practical evaluation
- Digital collaboration board & mind mapping
- AI Ethics and Safety
- AI presentation builder
- Interactive teaching & learning tool
- An AI tool that creates full songs, music tracks, and lyrics instantly from text prompts.
- AI text-to-video animation tool
- AI image generator using text prompts
- Start final project using multiple tools
- Finalisation + preparation for showcase
- Final assessment
- Showcase + Certificate ceremony

8TH-10TH MINDCRAFT AI

Topic / Tool

1. Introduction Session & Curriculum Overview
2. Introduction to AI
3. Prompt Engineering
4. AI Assistants – Claude, Grok
5. AI Assistants – ChatGPT, Gemini, Perplexity
6. Gemini – Introduction & Features Overview
7. Gemini – Advanced Prompting & Use Cases
8. Gemini – Image, Document & Multimodal Capabilities
9. Canva – Part 1
10. Canva – Part 2
11. Mini Project – Part 1
12. Mini Project – Part 2



Description

- Program introduction and course roadmap
- Basics of AI with simple real-world examples
- Writing clear and effective prompts
- Using AI assistants for writing, coding and learning
- Understanding and comparing major AI chat tools
- Introduction to Gemini and its core features
- Using Gemini for research, summaries and smart note-making
- Gemini for content creation, coding assistance and problem-solving
- Exploring Gemini's multimodal features (image, document & data understanding)
- Introduction to digital design and templates
- Using AI tools like Magic Write & Text-to-Image
- Start building a Gemini-based practical project
- Continue developing and refining the project

8TH-10TH MINDCRAFT AI



Topic / Tool

13. Assessment 1

14. ElevenLabs

15. HeyGen

16. ChatGPT, Gemini – Agent Creation

17. Power BI + Copilot

18. Lovable – Part 1

19. Lovable – Part 2

20. Introduction to Machine Learning

21. Teachable Machine

22. Mini Project – Part 3

23. Mini Project – Part 4

24. Assessment 2 & Celebration

Description

- Evaluation of AI fundamentals and core concepts
- Creating AI-generated voice outputs
- Creating AI avatar videos with scripts
- Building simple AI agents using ChatGPT & Gemini
- Introduction to dashboards and visual data with Copilot
- Creating apps using Lovable no-code platform
- Advanced app customization and workflows
- Basics of machine learning concepts
- Training image and voice models using Teachable Machine
- Start final multi-tool AI project
- Final polishing and completion of the project
- Final exam, showcase, and certification ceremony





WHAT YOU GET IN THE ₹50,000 AI YOUNG INNOVATOR FRANCHISE FEE



Right to Use the Brand High Junior – AI Young Innovator Brand

- License to operate under the AI Young Innovator program name
- Use of official brand identity, logos, creatives & curriculum framework
- Builds instant credibility and trust in your local market

Complete Curriculum & Teaching Kit

- 3-month structured AI program
- Designed for two age groups:
 - AI Explorers (Class 4–7)
 - AI Creators (Class 8–10)
- Week-by-week session planner
- Activities, worksheets, project ideas & assessment guidelines
- Ready-to-use PPTs and trainer resources

Trainer Training & Certification

- Live onboarding & training sessions (online/recorded)
- Detailed trainer handbook
- Continuous updates and program upgrades
- Only certified trainers can teach under the brand

Lifetime LMS Access for Students

- Student login access to Learning Management System
- Worksheets, recorded sessions, revision material & project guides
- No additional cost for student accounts

Branded Certificates for Students

- Professionally designed AI Young Innovator certificates
- Editable format with student name, score & trainer details
- Adds strong academic and portfolio value

WHAT YOU GET IN THE ₹50,000 /- AI YOUNG INNOVATOR FRANCHISE FEE



Major Benefit

- Students receive certification under the Central Education and IT Research Committee (CEITRC) –
- NCT Delhi Approved, giving:
- Government-recognized credibility
- Higher trust among parents
- Strong value for school portfolios & academic profiles

Marketing Toolkit

- Dedicated relationship manager
- Monthly strategy & performance review calls
- Help with batch planning, promotions & lead conversion
- Growth roadmap support

Support & Consultation

- Live onboarding & training sessions (online/recorded)
- Detailed trainer handbook
- Continuous updates and program upgrades
- Only certified trainers can teach under the brand

Growth & Community Perks

- Access to Brand High Digital franchisee community
- Priority access to new AI programs & workshops
- Performance-based incentives & recognition

Bonus: First-Mover Advantage

If you are among the early franchisees in your city:

- Exclusive area positioning
- Strong local brand visibility
- Leadership status in AI education space



THE AI YOUNG INNOVATOR



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