

Youth Entrepreneurship Programme

2026

**KICK-OFF MEETING
SUMMER AND WINTER COHORT**

Programme Summary

PROGRAMME OVERVIEW

Programme Introduction

The Youth Entrepreneurship Programme, initiated by the Khalifa Fund for Enterprise Development, is an immersive learning experience running from Summer 2026 to Winter 2026. The programme will engage 700 Emirati youth aged 4–18 across four age cycles, fostering entrepreneurial mindsets, financial literacy, and practical business skills through bootcamps, market simulations, mentorship activities, and a culminating Graduation Day event.

Programme Component	Overview
Target Audience	Emirati Youth (Ages 4–18)
Total Programme Reach	700 Students
Programme Locations	Abu Dhabi, Al Ain, Al Dhafra, Delma Island & Al Qu'aa
Delivery Format	In-Classroom, 4 Sessions per Cycle, 3 Hours each
Programme Phases	Summer Cohort & Winter Cohort
Language	Arabic & English

Programme Vision and Objectives

The programme is structured into four tailored age cycles, each following an 4-day learning pathway designed to match developmental needs and learning outcomes:

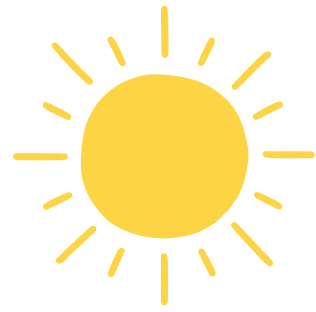
- **Cycle 1 (Ages 4–6):** Play-based workshops, storytelling, and role-play activities that introduce basic exchange concepts and teamwork, supported by guardian engagement.
- **Cycle 2 (Ages 7–9):** Gamified Mini-Market simulations that teach pricing, branding, and customer interaction, culminating in booth presentations and reflective exercises.
- **Cycle 3 (Ages 10–14):** Bootcamp-style challenges focused on ideation, prototyping, and financial modeling, with mid-programme evaluations and peer presentations.
- **Cycle 4 (Ages 15–18):** Accelerator-style sprints with mentoring and investor simulations, leading to Graduation Day pitches, LOI generation, and potential Young Trader license filings.

Programme Objectives:

- Build an entrepreneurial mindset by encouraging curiosity, creativity, and confidence.
- Teach basic business skills such as coming up with ideas, managing money, creating a brand, selling, and presenting.
- Improve financial understanding by helping students learn about saving, investing, and setting prices.
- Give real-world experience through a Graduation Day where students can show and pitch their ideas.

Targeted Number of Participants

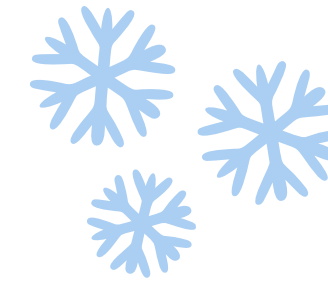
and schedule:



Summer Cohort

JULY 13TH 2026 TILL AUGUST 21ST 2026

Location	Targeted Students	Schedule
Abu Dhabi	150 Students	13 th Jul - 24 th Jul
Al Ain	200 Students	27 th Jul - 7 th Aug
Al Dhafra	100 Students	10 th Aug - 21 st Aug



Winter Cohort

DECEMBER 14TH 2026 TILL DEC 31ST 2026

Location	Targeted Students	Schedule
Abu Dhabi	120 Students	21 st Dec - 31 st Dec
Delma Island	40 Students	14 th Dec - 17 th Dec
Al Qu'aa	80 Students	14 th Dec - 17 th Dec

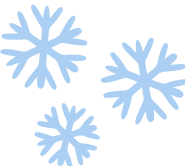
Programme Implementation



Summer Cohort

Dates	Location	Cycles Delivered	Student Count
<p>July 13th 2026 till August 21st 2026 2 weeks per location, Monday to Thursday per week</p>	Al Ain	Cycle 1 (50), Cycle 2 (50)	100
	Abu Dhabi	Cycle 1 (40), Cycle 2 (40)	80
	Al Dhafra	Cycle 1 (25), Cycle 2 (25)	50
	Al Ain	Cycle 3 (50), Cycle 4 (50)	100
	Abu Dhabi	Cycle 3 (40), Cycle 4 (40)	80
	Al Dhafra	Cycle 3 (25), Cycle 4 (25)	50

Programme Implementation



Winter Cohort

Week	Location	Cycles Delivered	Student Count
December 7th 2026 till Dec 11th 2026 2 weeks in Abu Dhabi 1 Week in Al Ain 1 Week in Delma Island Monday to Thursday per week	Al Ain (Al Qua)	Cycle 1 (20), Cycle 2 (20)	40
	Abu Dhabi	Cycle 1 (30), Cycle 2 (30)	60
	Al Dhafra (Delma Island)	Cycle 1 (10), Cycle 2 (10)	20
	Al Ain (Al Qua)	Cycle 3 (20), Cycle 4 (20)	40
	Abu Dhabi	Cycle 3 (30), Cycle 4 (30)	60
	Al Dhafra (Delma Island)	Cycle 3 (10), Cycle 4 (10)	20

Programme Design and Curriculum

Cycle 1 – Early Learners (Ages 4–6)

- Focus: Curiosity, imagination, basic exchange
- Delivery Mode: Play-based workshops, storytelling, role-play
- Guardian Accompaniment: Required

Session #	Theme / Focus	Activities	Learning Outcomes
Day 1	Needs vs Wants	<ul style="list-style-type: none"> • Storytelling circle: “What do we really need?” (food, shelter, toys) • Sorting game with tokens (needs vs wants) • Role-play “shopping corner” 	<ul style="list-style-type: none"> • Identify needs vs wants • Recognize basic exchange concepts (giving, receiving, sharing) • Build confidence in expressing ideas
Day 2	Teamwork & Communication	<ul style="list-style-type: none"> • Mini-shops role-play (students as shopkeepers/customers) • Teamwork games (passing items, group sorting) • Guardian-child paired activity 	<ul style="list-style-type: none"> • Collaborate and communicate in teams • Practice polite customer interaction • Strengthen social confidence
Day 3	Entrepreneurship Through Play	<ul style="list-style-type: none"> • “Entrepreneurship Corner” rotating hands-on stations (sorting, mini-shops, teamwork games) • Simple storytelling about “how shops work” • Drawing/model artifact: “My shop idea” 	<ul style="list-style-type: none"> • Recognize how shops function • Express creativity through artifacts • Demonstrate understanding of exchange through play
Day 4	Graduation Day	<ul style="list-style-type: none"> • Showcase: children present their “shop idea” drawings/models • Certificate distribution • Parent feedback & reflection session 	<ul style="list-style-type: none"> • Celebrate participation and confidence • Share learning outcomes with parents • Strengthen parent engagement

Cycle 2 – Foundational (Ages 7–9)



- **Focus:** Financial literacy, teamwork, branding
- **Delivery Mode:** Gamified Mini-Market simulation

Session #	Theme / Focus	Activities	Learning Outcomes
Day 1	Introduction to Money & Value	<ul style="list-style-type: none"> • Interactive storytelling: “Where does money come from?” • Token-based exchange game (students trade simple items) • Group reflection using “Earn & Learn” booklet 	<ul style="list-style-type: none"> • Explain money and value exchange • Recognize connection between products, prices, and customers • Begin applying simple pricing concepts
Day 2	Branding & Booth Design	<ul style="list-style-type: none"> • Creative workshop: design a simple logo and price tag for a product • Team activity: plan a small booth (product + branding) • Peer feedback circle 	<ul style="list-style-type: none"> • Apply basic branding skills • Understand how branding influences customer choice • Strengthen teamwork and communication
Day 3	Selling & Customer Interaction	<ul style="list-style-type: none"> • Mini-Market simulation: students act as shopkeepers and customers • Customer-smile tally (tracking polite engagement) • Reflection in “Earn & Learn” booklet 	<ul style="list-style-type: none"> • Engage politely with customers • Practice selling and transaction recording • Connect pricing, branding, and customer interaction
Day 4	Graduation Day	<ul style="list-style-type: none"> • Showcase: students present their booths to parents and peers • Controlled mock transactions with guardians as customers • Certificate distribution & parent feedback session 	<ul style="list-style-type: none"> • Demonstrate full booth components (product, price, branding) • Celebrate teamwork and confidence • Strengthen parent engagement and feedback

Cycle 3– Intermediate (Ages 10–14)



- Focus: Ideation, prototyping, branding, financial modeling
- Delivery Mode: Bootcamp challenges

Session #	Theme / Focus	Activities	Learning Outcomes
Day 1	Spotting Problems & Ideation	<ul style="list-style-type: none"> • Daily challenge: “Make school life easier” (students brainstorm in teams) • Guided ideation workshop with sticky notes and sketches • Peer sharing circle 	<ul style="list-style-type: none"> • Learn how to spot everyday problems • Generate creative business ideas • Practice teamwork and communication
Day 2	Prototype Development & Branding	<ul style="list-style-type: none"> • Team activity: build a simple prototype/model of their idea • Create a brand name and logo • Introduce digital tracker for cost & revenue 	<ul style="list-style-type: none"> • Develop viable business concepts • Connect branding with product identity • Understand basic financial tracking
Day 3	Presentation Preparation & Practice	<ul style="list-style-type: none"> • Teams rehearse 3-minute pitches • Mentor feedback sessions • Mid-Programme evaluation checkpoint 	<ul style="list-style-type: none"> • Strengthen presentation skills • Incorporate mentor feedback into ideas • Build confidence in public speaking
Day 4	Graduation Day	<ul style="list-style-type: none"> • 5 finalist projects pitched at Graduation • Prototype exhibition for parents and peers • Certificate distribution & media coverage 	<ul style="list-style-type: none"> • Demonstrate ability to pitch ideas • Celebrate teamwork and creativity • Share outcomes with parents and mentors

Cycle 4 – Advanced (Ages 15–18)



- Focus: Market readiness, pitching, investor simulation
- Delivery Mode: Accelerator-style sprints, mentoring

Session #	Theme / Focus	Activities	Learning Outcomes
Day 1	Business Model & Financial Planning	<ul style="list-style-type: none"> • Workshop on Business Model Canvas • Team activity: draft a simple financial plan (costs, revenue, profit) • Mentor check-in for feasibility 	<ul style="list-style-type: none"> • Build scalable business model • Understand financial projections • Explain business choices using numbers
Day 2	Branding & Pitch Deck Development	<ul style="list-style-type: none"> • Branding sprint: refine logo, tagline, and positioning • Pitch deck creation (problem, solution, market, finances) • Peer feedback round 	<ul style="list-style-type: none"> • Create professional pitch deck • Strengthen branding and positioning • Practice structured storytelling
Day 3	Investor Simulation & Practice	<ul style="list-style-type: none"> • Mock investor round: teams rehearse presenting ideas • Q&A simulation with mentors acting as investors • Negotiation role-play for mock funding 	<ul style="list-style-type: none"> • Deliver confident, professional pitch • Defend business choices with evidence • Gain experience in negotiation and investor interaction
Day 4	Graduation Day	<ul style="list-style-type: none"> • Final Pitching: 5 finalist projects pitched to judges, sponsors, and parents • Networking session with universities, incubators, and investors • Certificate distribution & media coverage 	<ul style="list-style-type: none"> • Demonstrate market-ready business ideas • Celebrate achievement and confidence • Build pathways into KFED incubators and national initiatives

Sample Slides and booklet Design



Assessment Instruments by cycle

Cycle	Assessment Instruments
Cycle 1	<ul style="list-style-type: none"> • Daily Observation Rubrics • Parent Feedback Forms
Cycle 2	<ul style="list-style-type: none"> • Daily Observation Rubrics • Mid Programme quiz • Parent Feedback Forms • Customer smiles tallys
Cycle 3	<ul style="list-style-type: none"> • Daily Observation Rubrics • Mentor final score • Mid Programme quiz • Pre and post assessment • Final presentation rubric
Cycle 4	<ul style="list-style-type: none"> • Daily Observation Rubrics • Mentor final score • Mid Programme quiz • Pre and post assessment • Final presentation rubric

Daily Observation Rubrics

Date:		15 Dec					
Sl No.	Full Name (Arabic)	Total Score	Tasks Understanding and completion	Communication & Confidence	Team Contribution	Adaptability	Passion
1	موزة خلفان علي الشامي	18	4	3	5	3	3
2	غيث نصر سعيد السناني	17	4	3	4	4	2
3	Aysha rashed obaid al dhaheri	15	3	3	4	3	2
4	خالد محمد عبدالله الكعبي	19	3	4	4	5	3
5	عبدالله سلطان حمد العرياني	22	4	4	4	5	5
6	عبدالله سلطان حمد العرياني	20	4	5	4	3	4
7	اع راشد سيف سليمان الشامي	15	4	4	3	2	2
8	يم راشد سيف سليمان الشامي	16	3	3	4	3	3
9	سلطان عبدالله راشد الراشدي	18	3	4	4	3	4
10	سلطان عبدالله راشد الراشدي	21	5	5	4	3	4

Day 1: Cycle 1

[Day 1: Cycle 2](#)

[Day 2: Cycle 1](#)

[Day 2: Cycle 2](#)

[Day 3: Cycle 1](#)

[Day 3: Cycle 2](#)

[Day 4: Cycle 1](#)

[Day 4: Cycle 2](#)



Mid Programme Quiz

مسابقة رواد الأعمال

الحلقة الرابعة

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

* من مورايد الأعمال؟

1 point

- شخص يلاحظ المشكلات، يبتكر حلولاً، ويحولها لمشروع ينفذ الناس.
- شخص يعمل في وظيفة حكومية فقط.
- شخص يشتري المنتجات الجاهزة.



Parent Feedback Form

استبيان ما بعد البرنامج -
برنامج رواد أعمال المستقبل -
العين

تفضلوا بمشاركتنا تقييمكم لجلسات البرنامج

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

* اسم الطالب بالكامل

Your answer



Pre Assessment

تقييم ما قبل الجلسة - برنامج
رواد أعمال المستقبل - العين

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

* أسم الطالب بالكامل

Your answer



* إذا معك ورقتين من فئة 5 درهم و تبي تشتري لعبة سعرا 20 درهم

سؤال

Post Assessments

تقييم ما بعد البرنامج - برنامج
رواد أعمال المستقبل - العين

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

* أسم الطالب بالكامل

Your answer

? إذا معاك ورقتين من فئة 5 درهم و تبي تشتري لعبة سعرها 20 درهم

Student Outreach & Mobilization

Strategy

Sample Registration Page



برنامج ريادة الأعمال للشباب

صيف ٢٠٢٦

أبو ظبي: من ١٣ إلى ٢٤ يوليو
العين: من ٢٧ يوليو إلى ٧ أغسطس
الظفرة: من ١٠ إلى ٢١ أغسطس

من الساعة 10:00 صباحًا إلى 1:00 ظهرًا
المواطنين الإماراتيين الذين تتراوح أعمارهم بين 4 و 18 عامًا

050 198 1055 * programs@brainynbright.com

برنامج ريادة الأعمال للشباب

تفاصيل الطالب

رقم هوية الطالب (بدون شرطات) *	الجنسية *	اسم العائلة للطالب *	الاسم الأول للطالب *
اختر الجنس *	السن - حلقة البرنامج *	المدينة *	اسم المدرسة
هل يعاني من أي حساسية *	أي ملاحظات أو متطلبات خاصة بالطعام *	تاريخ الميلاد (25-02-2020) *	

* الرجاء ارفاق صورة هوية الطالب No file chosen

بيانات الوالدين

Click to open

Sample Marketing Flyers



صندوق خليفة
KHALIFA FUND

YOUTH ENTREPRENEURSHIP PROGRAMME

Summer Cohort 2026 - Abu Dhabi

Brainy n Bright in collaboration with Khalifa Fund

Cycle 1
Early Learners
(Ages 4-6)

Curiosity & Imagination

Cycle 2
Foundational
(Ages 7-9)

Financial literacy & teamwork

Cycle 3
Intermediate
(Ages 10-14)

Ideation to execution

Cycle 4
Advanced
(Ages 15-18)

Market readiness & pitching

 July 13 – August 17
Cycle 1 & 2

 July 20 - July 24
Cycle 3 & 4



صندوق خليفة
KHALIFA FUND

برنامج ريادة الأعمال للشباب

صيف ٢٠٢٦

أبو ظبي: من ١٣ إلى ٢٤ يوليو
العين: من ٢٧ يوليو إلى ٧ أغسطس
الظفرة: من ١٠ إلى ٢١ أغسطس

من الساعة 10:00 صباحًا إلى 1:00 ظهرًا
المواطنون الإماراتيين الذين تتراوح أعمارهم بين 4 و 18 عامًا

050 198 1055 programs@brainynbright.com

Channels to get 700 students

Outreach Channel	Mobilization Strategy
ADEK Partnerships	Promotion through ADEK-linked Winter & Summer camp ecosystems across Abu Dhabi Emirate
Ma'an Collaboration	Volunteer and student outreach support through Ma'an community initiatives
Charter School Network	Outreach across Emirati-focused charter schools in Abu Dhabi, Al Ain & Al Dhafra
Libraries & DCT Partnerships	Student engagement through Zayed Central Library and DCT partnerships
Majalis Network	Community-level engagement through Majalises across Al Ain, Abu Dhabi & Al Dhafra
Digital Marketing Campaigns	Targeted registration campaigns through Mavenj SEO digital outreach
Brainy n Bright Database	Promotion through existing parent and student databases across UAE regions

Proposed Venue Locations

Summer & Winter Cohort 2026 – Abu Dhabi

#	Place Name	Full Address	Google Maps Link
1	International Community School	24th Street, Al Mushrif Area - Abu Dhabi	View Map
2	Diyafah International School	Mohamed Bin Zayed City - Z13 - Abu Dhabi	View Map
3	GEMS The Cambridge High School	Shabia 9, Mohammed Bin Zayed City, Near Safeer Mall, Mussafah - Abu Dhabi	View Map
4	Al Majd Charter School	Al Falah - 1B - Abu Dhabi	View Map
5	Al Azm Charter School	City -Block 1C - Al Falah - Abu Dhabi	View Map
6	Jern Yafoor School	Al Ain Rd - Bani Yas - Baniyas West - Abu Dhabi	View Map
7	Nabdh Al Falah	Al Falah Dr - Al Falah - 1E - Abu Dhabi - United Arab Emirates	View Map
8	Majlis Al Bateen	King Abdullah Bin Abdulaziz Al Saud St - Al Bateen - W16 - Abu Dhabi	View Map
9	Majlis Zayed City	Zayed City, Abu Dhabi	View Map
10	MZN Hub (if Available)	Yet to be Confirmed	

Proposed Venue Locations

Summer & Winter Cohort 2026 – Al Ain

#	Place Name	Full Address	Google Maps Link
1	Zayed Central Library	Near Sulaimi Garden - Mohammed Bin Khalifa St - Al Mu'tarid - Al Mutawaa - Al Ain - Abu Dhabi	View Map
2	Liwa International School	Al Qattarah - Al Mragha - Al Ain - Abu Dhabi	View Map
3	Rayaheen Charter School	Unnamed Road - Shi'bat Al Wutah, Al Ain, UAE	View Map
5	Al Dhaher Charter School	Al Dhahir - Dhaher 9, Al Ain, Abu Dhabi, UAE	View Map
6	Al Bayraq Charter School	33 Al 'Ukayr St - Al Dhahir - Dhaher 7 - Al Ain	View Map
7	Baraem Al Ain Private School	Al Muwaiji - Al Ruwaikah - Al Ain	View Map
8	MZN Hub (ifAvailable)	Stadium, Office Building 9, Floor 1 - Al Tiwayya - Jafeer Obaid - Abu Dhabi - United Arab Emirates	View Map

Proposed Venue Locations

Summer Cohort 2026 – Al Dhafra

#	Place Name	Full Address	Google Maps Link
1	Pinnacle American Academy	Madinat Zayed, Al Dhafra, UAE	View Map
2	ADNOC School	117 Al Ghiryaf St - Madinat Zayed - MZE8 - Abu Dhabi	View Map
3	Majalis Madinat Zayed	JPP5+5GG - Madinat Zayed - MZW13 - Al Dhafra, UAE	View Map
4	Baynouna Institute of Science and Technology	MMHR+C3P - E45 - Madinat Za'id - MZW5 - Al Dhafra - UAE	View Map
5	MZN Hub (if Available)	Yet to be Confirmed	

Proposed Venue Locations

Winter Cohort 2026 - Abu Dhabi - AL Qua (Al Ain Region)

#	Place Name	Full Address	Google MapsLink
1	Al Qou'a School – Cycle Three	CC8H+33F - Al Qou'a - Al-Shabiya - Al Ain	View Map
2	Al Danat School	CC9C+57V - Al Qou'a - Al-Shabiya - Al Ain, UAE	View Map
3	Majlis Al Qou	Al Qou (24.4274238, 54.5985300)	View Map

Winter Cohort 2026 – Al Dhafra (Delma Island)

#	Place Name	Full Address	Google Maps Link
1	Dalma School	Delma Island, Al Dhafra, UAE	View Map
2	Al Hosn Scientific School	Delma - Shabiat Delma Delma Island, Al Dhafra, UAE	View Map

Graduation Day Plan

Day 4 - Final Session and Graduation Timeline

10:00 AM – 1:00 PM (3 hours)

4th Session Activities

Presentation refinement
and feedback

Teams Pitching & Feedback

Each Team presents their
ideas and receive peer
feedback

Break

Mentors finalize scores and
ADRA Winners

Graduation Ceremony

- Welcome remarks & recap of cycle highlights
- Awards & Certificates Distribution
- ADRA Licence Winners Announcement

Graduation Awards

Cycle	Awards for all students	Additional awards for high achievers
Cycle 1	Printed Certificate + Toy Gift	Trophy for top 3 Students
Cycle 2	Printed Certificate + Toy Gift	ADRA License for top 10% Students Trophy for second top 3 Students
Cycle 3	Printed Certificate + Stationary Gift	ADRA License for top 10% Students Trophy for second top 3 Students
Cycle 4	Printed Certificate + Stationary Gift	ADRA License for top 10% Students Trophy for second top 3 Students



Gifts Sample



Certificate Design



صندوق خليفة
KHALIFA FUND

شهادة تخرج

تُمنح هذه الشهادة لـ

محمد سعيد البريكي

لإتمامه بنجاح

برنامج الشباب لريادة الأعمال

تعلم من خلاله مبادئ ريادة الأعمال و الوعي المالي و شارك في فعاليات السوق الصغير.

مُنحت في ١٧ يوليو ٢٠٢٦

Catering

Catering



Snack box option 1

- Lacnor juice
- 1 chicken shawarma in lebanese bread
- 1 falafel in lebanese bread
- 1 zaatar manakish
- 1 cheese manakish

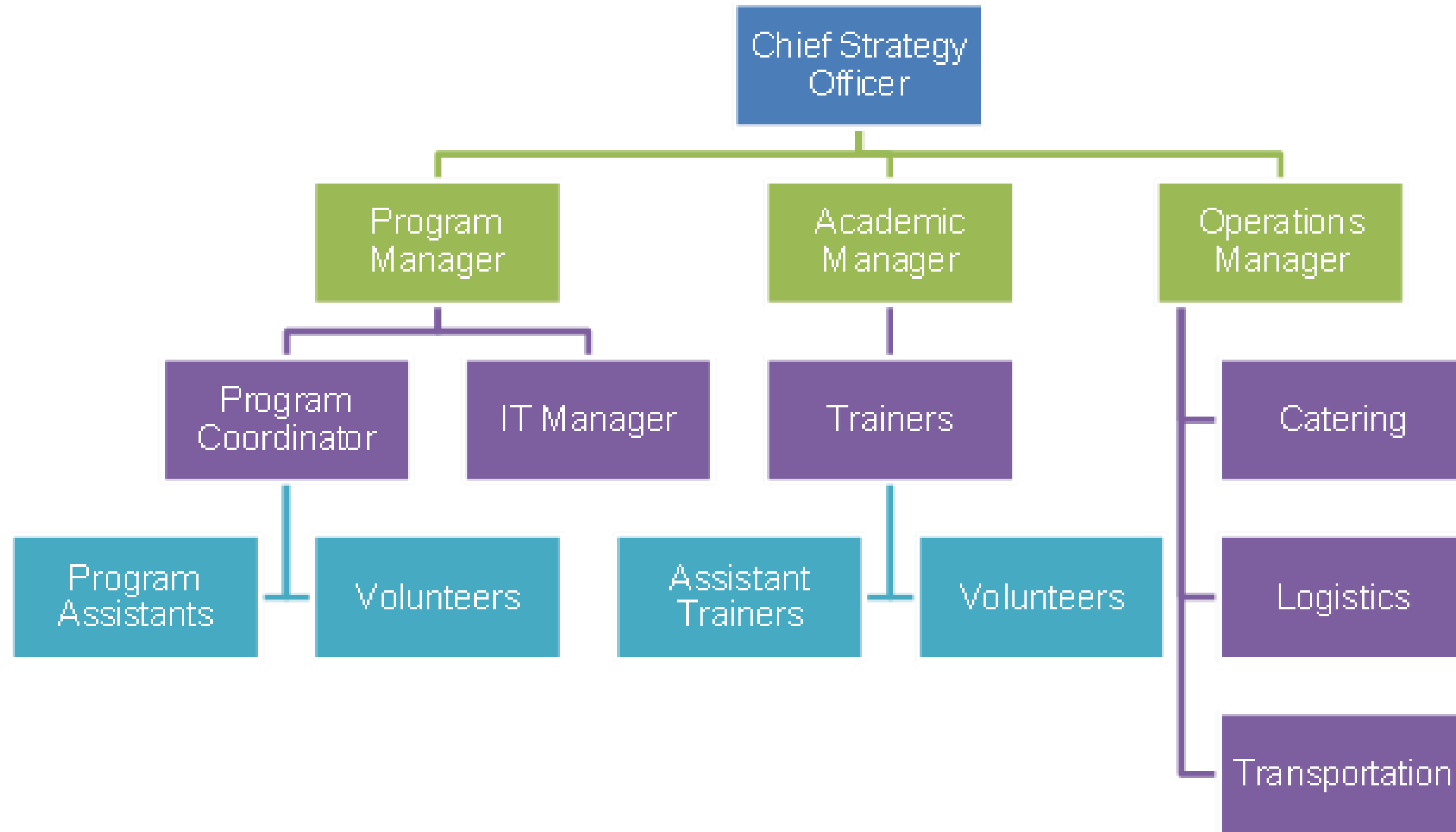


Snack box option 2

- Lacnor juice
- 3 chicken shawarma in mini arabic bread
- 3 falafel in mini arabic bread
- 1 zaatar manakish
- 1 cheese manakish

Project Org Chart

Organization Chart for this project



MONITORING, EVALUATION & KPI

FRAMEWORK

KPIs Monitoring

KPI Category	Metric	Target	Measurement Tool	Frequency
Attendance & Participation	% of sessions attended per participant	≥ 80%	Daily attendance sheets & digital attendance tracker	Daily
Learning Progress	% of students demonstrating entrepreneurial skill development	≥ 80%	Facilitator rubrics, student reflections, evaluation forms	Start & End of Cycle
Parent / Guardian Satisfaction	Parent satisfaction score	≥ 85% positive	QR-based bilingual parent feedback surveys	End of Cycle
Student Satisfaction	Average participant experience rating	≥ 4.0 / 5	Student feedback forms & reflection activities	End of Cycle
Mentor & Facilitator Feedback	Mentor evaluation score	≥ 4.0 / 5	Mentor feedback forms & observation reports	End of Cycle
Graduation Day Participation	% of participants completing showcase/pitching	≥ 90%	Graduation Day participation logs	Graduation Day
Programme Delivery Timeliness	% of milestones delivered on time	100%	Internal milestone tracker & run sheets	Weekly
Communications Efficiency	Average response time to participant/parent queries	≤ 24 hours	WhatsApp & email communication tracker	Weekly
Final Impact Reporting	Submission of final KPI & impact report	On Time	Final reporting checklist & submission confirmation	Post-Programme

Impact Report Examples



Summer 2025

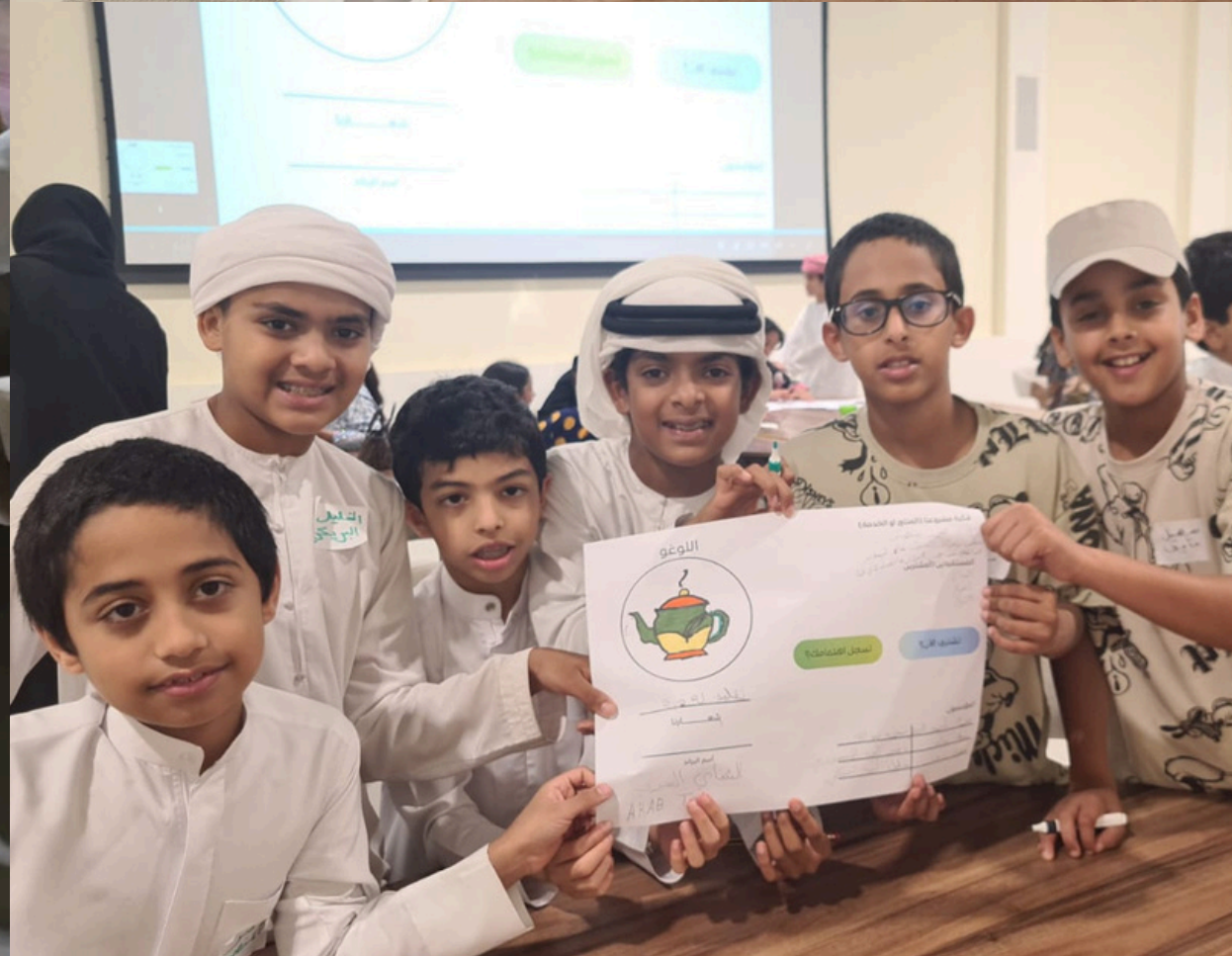


Winter 2025

KEY QUESTIONS

Discussion Area
Student Registrations
Guest Speakers & Mentors
Venue Availability, Mzn Hubs (Al Ain, Abu Dhabi, Al Dhafra)
Media & Communications
Types of awards

PROGRAMME EXPERIENCE SNAPSHOTS



PROGRAMME EXPERIENCE SNAPSHOTS





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THANK YOU

INSPIRING INNOVATION • ENTREPRENEURSHIP • FUTURE READINESS