

XENTRO

India's First School-Based Innovation Incubator

Founder's Note

India is home to one of the largest student populations in the world, yet we continue to raise job-seekers instead of job creators. Despite the explosion of India's startup ecosystem, the spirit of innovation is rarely cultivated during a student's most formative years—middle and high school.

The current education system, while academically rigorous, often sidelines entrepreneurial thinking, problem-solving, and real-world exposure. As a result, thousands of bright, capable students with world-changing ideas are left without the guidance, resources, or platform to bring them to life. The gap is not due to a lack of potential—but the absence of structured, early-stage support that validates and nurtures student-led innovation.

XENTRO is born out of this realization. It is not just a digital platform—it is a movement to democratize entrepreneurship and ensure that students from every corner of the country, regardless of background, have a fair shot at building something meaningful.

As the sole founder, I carry this vision with deep conviction and a clear roadmap. I believe we can fundamentally shift how India approaches innovation—by starting young, starting early, and starting local. With a strong focus on inclusion, technology, mentorship, and real-world support, XENTRO is poised to become the launchpad for the next generation of creators, leaders, and changemakers.

This is just the beginning—and I invite you to be part of this transformative journey.

Sincerely
Founder, XENTRO

The Problem – A Nation of Young Minds, No Innovation Path

Lack of Structure for Student Innovation

- Students in grades 8–12 have ideas but no practical ecosystem to build, test, and launch them.
- There is no structured pipeline to help them move from concept to working startup.
- School clubs and hackathons lack post-event continuity or mentorship.

Limited Access to Government Schemes & Startup Grants

- Students and parents must manually search complex portals for startup grants and schemes.
- Opportunities are lost in translation, bureaucracy, and lack of awareness.

Community Isolation

- There is no integration with local innovation hubs or incubators.
 - Students remain disconnected from India's growing startup infrastructure.
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The Market Gap

- India has over 95 million students in grades 8–12.
 - The National Education Policy (NEP 2020) and PM SHRI schools promote entrepreneurship but lack digital support.
 - There is currently no national-level, curriculum-integrated, paid innovation platform for school students.
 - Corporate CSR departments are seeking scalable and impact-driven educational initiatives to invest in.
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Introducing XENTRO

A Digital-First Innovation Incubator for School Students

XENTRO is a paid, curriculum-integrated innovation platform priced at ₹450/month. It empowers students to ideate, validate, pitch, and grow startups while still in school. The platform offers mentorship, progress tracking, competitions, and advanced features to guide students step-by-step from idea to startup.

Why School Students? Why Now?

- Early-stage innovation builds future-ready talent.
 - Lack of career awareness often prevents students from exploring entrepreneurship.
 - XENTRO fosters early exposure and confidence-building through structured learning.
 - The platform ensures long-term loyalty, as students can continue with it into higher education.
 - CSR-aligned vision: MNCs can support youth innovation through structured impact programs.
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Revenue Model

Stream	Model
Student Subscriptions	₹450/month/student
Bulk School Licensing	Annual per-student license agreements with schools
Premium Mentorship Add-ons	Optional one-on-one, industry workshops and pitching competitions
Survey & Validation APIs	Revenue-share with integrated survey partners
Investor Access Services	Future monetization through curated pitch access

Market Opportunity

Metric	Value
TAM (Total Addressable Market)	₹5,130 Cr/year (95M students x ₹450/month)
SAM (Serviceable Available Market)	₹513 Cr/year (10% penetration in Tier 1 & 2 schools)
SOM (Serviceable Obtainable Market)	₹25–30 Cr/year (Initial target of 10 cities)

Domains of XENTRO

XENTRO is structured around four major domains:

1. **Software Solutions –**
Building platforms, applications, and digital tools that support students in project

development, innovation, and collaborative learning.

2. **Design –**

Providing creative branding solutions, **UI/UX design**, and **content creation** for students' projects and community campaigns.

3. **Cinematics –**

Enabling students to **showcase their work** through photography, filmmaking, storytelling, and professional-grade visual content.

4. **Talent Procurement & Mentorship –**

Connecting students with mentors, institutions, and investors who can guide them, refine their ideas, and open doors for early opportunities.

Vision

- Build India's first scalable, digital-first innovation pipeline for school students
- Onboard over 1 million students by 2030
- Enable 10,000+ funded student startups with real-world impact
- Shift India's educational focus from job readiness to innovation-readiness

Brand Kit (Identity Guide)

To ensure **consistency and professionalism**, all designs and communications must follow the **XENTRO brand identity**.

- **Logo:**



- **Brand colours:**

- **PALATINATE BLUE (#2A3EF4)**
- **WHITE BLUE (#E4E5F2)**
- **BLACK BLUE (#0E0F28)**
- **BLACK(#000000)**
- **Typography:**
 - **Headings:** *Poppins Bold* (modern, bold, attention-grabbing).
 - **Body Text:** *Inter Regular* (readable, clean, professional).
- **Tone of Voice:**
 - **Friendly** – Approachable for young students.
 - **Inspiring** – Encouraging innovation and growth.
 - **Professional** – Consistent and credible when communicating externally.
 - **Focused on Creativity** – Every communication should empower and motivate students to **build and showcase ideas**.

Closing Statement

XENTRO is more than an ed-tech product. It is an infrastructure layer for the future of Indian entrepreneurship.

With your support, we aim to:

- Build a new generation of entrepreneurs from the school level up
- Democratize access to startup culture, funding, and mentorship
- Create a structured, gamified, and outcome-driven learning environment

This is an invitation to be part of a transformative vision—one that nurtures not just ideas, but ideators.
