

## **INPUTS for Launchpad Website**

### **LAUNCHPAD - One life, One Story**

- Not a course.  
Not a college.  
This is Launchpad (Main Headline)
- From Student to Founder in 90 Days

### **Visual Background:**

Instead of classroom photos:

- Show progress bars
- Or dashboard-style visuals
- Or 90-day timeline animation
- Growth / rocket / control-room feeling

NOTE: No images of classrooms or students sitting.

**WHAT IS LAUNCHPAD?** A simple explanation of Launchpad in 3–4 lines.

### **To include:**

- One short paragraph
- No long text blocks

### **Example content:**

Launchpad is a structured 90-day execution ecosystem designed to convert students and young professionals into entrepreneurs, operators, or high-impact professionals.

This is not theory-based learning. This is real work, real pressure, and real outcomes.

**WHY LAUNCHPAD IS DIFFERENT:** Shows how Launchpad is different from colleges or courses. Simple tick points used here.

- ✓ Not theory-based
- ✓ Not motivational talks

- ✓ Not generic placement training

Instead: In Icons, clean layout

- Real execution
- Daily commitment
- Live projects
- Founder & investor exposure
- Real pressure environment

**TWO CLEAR PATHS SECTION:** This section explains that every student chooses ONE clear direction.

Two Clear Paths for Students: Split the screen into TWO boxes/cards

### ★ LEFT CARD: **CAREER PATH**

What to show clearly: This path is for students who want to run companies from inside.

- Become department leaders
- Take decisions
- Run tech, marketing, AI, operations, or business
- Grow into roles like CTO, COO, CSO, CFO

Line at the bottom: You don't work under companies. You get to run ONE.

### ★ RIGHT CARD: **ENTREPRENEUR PATH**

What to show clearly: This path is for students who want to build companies.

- Build ideas
- Create MVPs
- Launch startups
- Create new industries

Line at the bottom: Career Path runs the mission. Entrepreneur Path drives the vision. Together, they build powerful companies.

**What STUDENTS ACTUALLY LEARN (SKILLS SECTION):** This explains how learning is different from college and courses.

What Students Actually Learn: Students don't study random subjects. They master ONE department deeply like a real Chief.

Show TRACKS as cards or icons:

- Creative & Branding
- Technology & AI
- Marketing & Growth
- Business & Operations
- AI Leadership & Automation

Below that, show what they do:

Students learn to:

- Lead teams
- Handle clients
- Take decisions
- Manage timelines
- Present reports
- Improve systems and performance

End line: This is real founder mastery, not classroom theory.

**GAMIFICATION & COMPETITION FEEL:** Shows that Launchpad is competitive and intense. Simple visuals of following should be included

- Leaderboards
- Games & challenges
- Performance tracking
- Rewards & recognition

Example line:

Launchpad is a real startup environment. Performance is visible, tracked, and rewarded.

**THE 90-DAY TRANSFORMATION (JOURNEY SECTION):** This shows how students change in 90 days.

The 90-Day Transformation:

### **Phase 1: Foundation**

What students build:

- Strong core skills
- AI tool mastery
- Professional mindset
- Department basics

### **Phase 2: Execution**

What students do:

- Work on real projects
- Handle real responsibility
- Collaborate in teams
- Deliver real outcomes

### **Phase 3: Leadership / Founder Phase**

What students become:

- Build systems
- Create SOPs
- Pitch ideas
- Lead operations
- Become decision-ready

Line under phases: By Day 90, students are no longer learners. They are leaders in training.

End line: No confusion. No half-learning. One clear outcome.

**REAL OUTCOMES SECTION:** This answers: “What do I get after this program?”

Real Outcomes for Students:

Students get:

- Elite internships
- Job offers from startups & partners
- Leadership badges & recognition
- Direct investor pitching opportunities

Performance message: Top performers move faster. But everyone rises.

Possible growth roles:

- Department Heads
- Strategic Leaders
- Startup Founders
- Early-stage Executives

Closing line: Income grows with capability, not certificates.

**WHY THIS MATTERS FOR YOUR FUTURE (BELIEF SECTION):** This emotionally connects with students.

The future does not belong to:

- Degree holders
- Certificate collectors
- Job seekers

The future belongs to:

- Builders
- Decision makers
- Leaders
- Problem solvers

Strong Bristle tech statement: Bristle tech does not create followers. We create AI leaders, innovators, and founders.

Power line: When talent, vision, and execution meet the rocket, it ignites.  
And that rocket is your future.

**FINAL CALL TO ACTION (LAST SECTION):** This pushes students to **take action**.

**Final message:**

If you want a degree, stay comfortable.

If you want a career, skill up.

If you want power over your future... Join Launchpad

Final button: **Welcome to Bristle tech Launchpad**

Small line below: One Life. One Story.

**END PAGE:**

- Button: **Apply to Launchpad**
- Small note: Limited seats, Hurry up.