07

BUSINESS & CREATIVITY

The Pitch Room: Invent It, Price It, Pitch It

Invent a product, test it on real people, and pitch it to a panel who decide whether they'd buy.

Week one, you pick your product (already selling stickers, bakes or crafts? Bring it) and take apart iconic campaigns from India and around the world to learn why some ideas stick. Week two, you survey thirty people around campus, cost your product, set a price and plan a campaign without a big budget, and look at where persuasion stops being fair. Week three, you make the campaign, a video ad, a social campaign or a live event, try it on an audience, and count how many said yes before and after.



Taught by Deepak Gopalakrishnan, Marketing strategist · Co-founder, Rough Paper · MICA · Has taught at IIM Ahmedabad, IIM Udaipur, FLAME and NMIMS.

Facilitator	Deepak Gopalakrishnan
Duration	3 weeks
Teaching hours	90+
Grade	Grades 8–11 (as of 2027–28)

Week by week

01
Idea and inspiration

Choose what you'll sell, and study the marketing that works.

- Your product idea
- The ads India remembers
- Big brands vs scrappy startups
- Why some ideas stick

02
Think like a founder

Find your customer, price your product, plan the campaign.

- Survey thirty people
- Cost it and price it
- A campaign with no budget
- When persuasion isn't fair

03
Make it and sell it

Make the campaign, test it, and pitch.

- Make the ad, reel or event
- Try it on an audience
- Count what changed
- Pitch to the panel

How does this course help your child?

Innovative pedagogy

Students learn from the real thing, iconic ads and the strategy behind them, then make and test their own.

Academic acceleration

Entrepreneurship, business and communication taught together, the way Deepak has taught them at IIM and FLAME.

Cognitive skillsets

- Understanding an audience
- Reading data honestly
- Building an argument
- Thinking like a founder

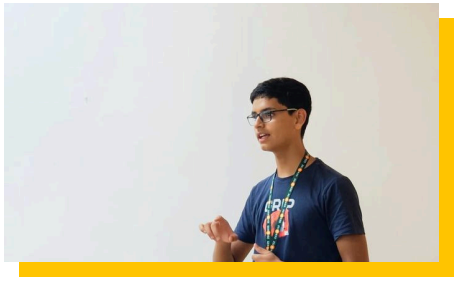
Peer networks

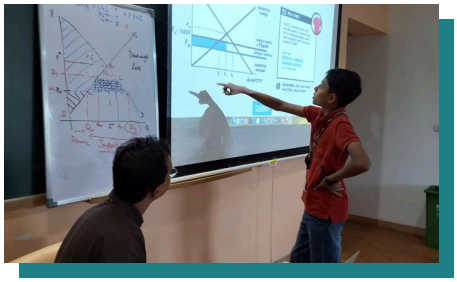
The course is discussion-heavy, and every idea gets pitched and challenged in the room.

Questions to wrestle with

- **Why do you remember an ad you saw five years ago, but not one you saw this morning?**
- **Can a startup with no money out-market a company with a TV budget?**
- **How do you sell something nobody knows they need yet?**







It ends with

Your product, the survey and pricing behind it, and the campaign you made to sell it, pitched at the open day to a panel who decide whether they'd buy.

May program · 9–29 May 2027 · MAHE Manipal

Like every GSP course: three hours each morning, hands-on afternoons, a real artifact at the closing showcase, and one residential coach or teaching assistant for every five students.

Prerequisites: None.

Apply and read more: summer.genwise.in · +91 81238 77635

Watch the course in a minute

youtube.com/shorts/dSAGyczuu4E