



launchora

share your story

Creative Skill Development Program

for school students

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Launchora is a global community of storytellers.

We give young people a platform for their creativity – a community that is positive, inclusive, nonjudgmental, supportive, and collaborative.

Since we started in July 2014, over **3.3 Million people** from over **190 countries** have used our platform.

We are based in San Diego, United States and Gurgaon, India.



By the **age of 12**, our **creative output** has declined to about **2%** of **our potential**.

75% of people
think they are
not living up to
their creative
potential.

source: Advertising Age





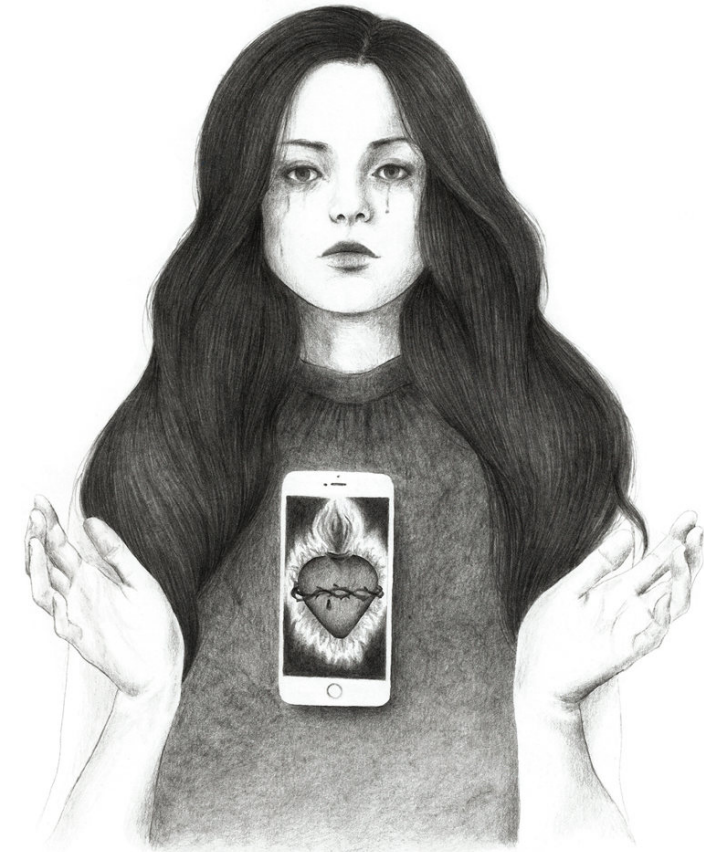
52% of people believe **creativity** is **being stifled** by the current global **education system**.

In the next **20 years**

Automation

*(computers, robots, artificial intelligence)
will replace almost **47%** of today's jobs.*

The most in-demand skill will be **creativity**—
*genuine creativity, such as being an artist, being
a scientist, developing a new business strategy,
innovating new technologies and services.*



Happiness and Creativity are inter-linked

'Putting our feelings into **words** helps us **feel** better...helps us **heal** better.'

UCLA School of Psychology

'**Positive feedback** cheers us up. Happiness or good moods make us 20% more likely to have a **moment of insight**.'

University of NSW, Australia

'You unconsciously go online to put yourself in a **positive mood**, which allows your brain to think **more creatively**.'

Association of Psychological Science

'Getting **social feedback** leads to a greater sense of **belonging**.'

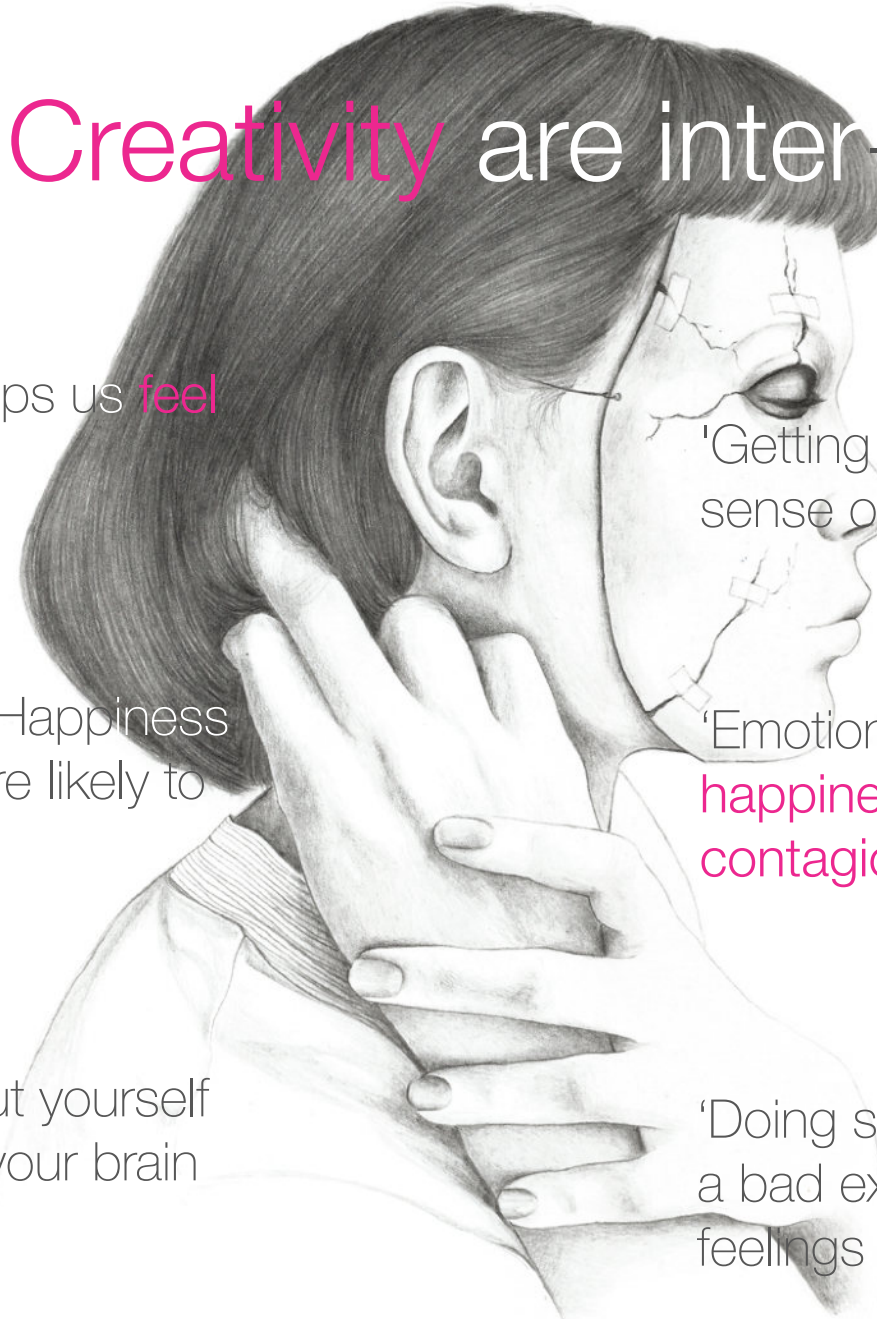
The University of Queensland's School of Psychology

'Emotions shared online are contagious. But **happiness** and **positivity** are more **contagious** than sadness or negativity.'

Harvard Medical School and UC San Diego

'Doing something **creative** (like writing about a bad experience) can help people get **over** feelings of **depression**.'

Dr. Carrie Barron, Dell Medical School



Our **value** proposal

To provide **your school** with a **creative skill development program** that engages your **students** — on a **personal** and **intellectual** level.

We want to give students of all ages — a place where they can **learn**, **experience**, and **explore** their own **creativity** — together, part of a **global community**.

Tomorrow's storytellers — writers, artists, scientists, musicians, filmmakers, photographers, journalists, activists, and so much more — will need to **learn** these **creative skills** at a young age, and the best way to do it is **online** and by making it **fun**.

We are helping this future workforce of the world be **happier** and more **creative**.

Creative Skill Development Program

For students in 8th to 12th Grade

Online Content

- A full writing & reading platform
- Guide, Storytalking, Listen (weekly)
- Assignments with Feedback (monthly)
- The Storyteller (quarterly)

Hands-On Learning

- ‘You Are A Storyteller’ Seminar
- 4 Workshops Per Year Per Class
- Quarterly Reports On progress
- Scholarships for 5 students every year

Rs. 2,400

all-inclusive, per student per year

Workshops-Only: **Rs. 800** per student per year

What's Included - Online Content

GUIDE

weekly series of personal storytelling tips and resources

LISTEN

weekly series of audio stories performed by members

STORYTALKING

weekly podcast about creativity and storytelling

Get Featured

students can submit stories for The Storyteller & Listen

STORYTELLER

quarterly storybook with 15 stories and poetry by 15 writers

Get Feedback

Each student will get 1 writing assignment per month and receive feedback on each submission

PLUS loads of **free features** across the Launchora platform (web and app)

writing, reading, discussion forum, community feedback system, writing exercises and challenges, and much more

What's Included - Hands-On Learning

‘You Are A Storyteller’ Seminar

A 60-minute talk and presentation by Lakshya Datta

(Founder/CEO of Launchora | formerly Adj. Lecturer at San Diego State University)

What: An introduction to storytelling, how the program will work, why it's good for the students, why a creative skill set is essential for getting ahead in any field, what kind of job opportunities and careers open once you have this skill set, and how this program will make you happier and more creative.

When: The seminar will be at your school, at the beginning of the first quarter when we start your program.

For: All students from 8th to 12th grade. With parents and faculty (recommended).

What's Included - Hands-On Learning

Quarterly Workshops

- Lakshya will come to your school 4 times a year (depending on your academic calendar) to perform a 60-90 minute workshop for students of each class from 8th to 12th grade.
- Each workshop will build upon the last one, and content will be updated as per students' progress.

8th, 9th, 10th

The focus areas for these 3 class levels will be - getting the student to process their life and experiences by turning them into stories in nonfiction, fiction, and poetry forms; and helping the student create a free-thinking and unique voice.

11th & 12th

The focus areas for these 2 class levels will be - finding their passions and honing them, using advanced level techniques for improving their creative skill set, while training and preparing them to use this creative skill set beyond school life.

What's Included - Hands-On Learning

Quarterly Reports

Every quarter, we will provide the school and parents a progress report on each student based on their progress and engagement with our online content, their story assignment submissions, and the quarterly workshops.

Yearly Evaluation

At the end of the academic year, we will do a full evaluation of each student's progress through the program (online and off-line) and provide a report to the parents / schools, and provide a completion certificate to each student.

Scholarships

Every year, we will provide scholarships to 5 students from the 12th grade batch who have completed at least 2 years of our full program and are going to college. Each scholarship will be worth Rs. 50,000 for a total of Rs. 2,50,000 per year. Minimum enrollment to avail scholarships is 1,000 students per school.

Other Programs Offered

Program for College Students — Rs. 3,600 per student per year

- Will include all our [Online Content](#).
- [‘You Are A Storyteller’ Seminar](#) by Lakshya for each batch, at the beginning of the program.
- [3 Workshops](#) per year, based on a 3 year or 4 year college degree plan (completion certificates included).
- Workshops will be customized for different departments — [Business/Management, Science/Engineering, Liberal Arts](#) — all will have varying, focused curriculums.
- Each year-end will have an [Internship Program](#) where we will help students get internships in leading Media/Advertising/Publishing companies, followed by Job Placement help for final year students.
- [Workshops-Only](#) package is [Rs. 800](#) per student per year.

Program for 1st to 7th Grades — Rs. 800 per student per year

- [4 workshops](#) per year per class, with customized curriculums
- Focus areas will be — [creating and improving writing](#) techniques, introducing [different storytelling formats](#) and style [suited to their age](#), curated [reading lists](#), and customized [writing assignments](#).

About Me

that's me →

All workshops are **created** and **conducted** by me, **Lakshya Datta**, Founder & CEO of **Launchora**.

Since 2011, I've been **designing** and **teaching workshops**, seminars, guest **lectures**, and full-semester **courses** at **universities**, **colleges**, and **schools** in the **United States** and **India**.

My **expertise** has ranged from **finance**, **economics** and **entrepreneurship** to **writing**, **creativity**, and **storytelling**.





I've published **50+ short stories and plays** as well as **80+ educational guides** on storytelling. Collectively, my work have been read by over **1.5 Million readers** around the world.

I **create** or oversee all the **online content**. I also **read** all the **stories published** by the **students** and give **notes**.

I graduated with a **B.Sc.** in **Management Science** from **University of California, San Diego** in **2011**, which is also where I started teaching while I was still a student.

I started **Launchora** in **July 2014**.

Across India, United States, Philippines, Belgium



Students and teachers from the Fabindia School in Rajasthan engage with our program every week to develop their creativity and put their skills to the test.

We want to make students
happier and more **creative**.

Join us. Let's make tomorrow **better**.

Contact me at Lakshya@Launchora.com or +91-8800559263.