



What is 'Shadow a Startup'?

You have an idea, you believe in it and someday you decide to build it. That's how simply it all starts. A startup. But we all know what happens after that. It falls apart, and how! So while it may sound all hunky dory- an act of courage, a risk taking ability- when the dust settles, you are all on your own to clean up a mess which by the way, is much bigger than your dream. So what we have for you is an opportunity. An opportunity for you to shadow, like literally shadow a startup that has all possible drama that you hope to see and experience before you actually start one up. Like other startups this one too has technology- the most cliched thing in any startup today, creativity- stemming from sleepy eyes and power naps, energy- which defies human biology and a belief that is never shaken; well almost never. Basically 'Shadow a startup' is your turn to experience reality, uncertainty and impossibility all at once, here at Reading Right and garner an unprecedented journey of transformation!

Before you wonder, **What is Reading Right?**

Here's introducing, Reading Right- an ed-tech startup that conducts research-based/critical news learning programs and is India's first organisation in the field of explanatory journalism. In a world of media illiteracy, the value add from news learning has lost its meaning and implication while we are here to change it. Our objective is not just to see that the masses read news articles but it is to ensure that they read quality content about the world and leverage it to build solutions to complex problems across all realms. We intend to culminate the education commenced by institutions. We believe and quite strongly that a whole new relevant system of education can be carved from news articles across platforms. Just like the traditional curriculum the news curriculum too seeks formal help in selecting, understanding & utilising the reading material; And we are here to provide precisely that- only in a manner that is way more:

- ✓ **Faster**- with crisp, to the point explanations & information to be learnt within minutes.
- ✓ **Relatable**- with the support of animated infographic videos for every piece of content explained in writing.
- ✓ **Understandable**- With explanations from those who actually understand.

- ✓ **Accessible**-with the use of a clean, easy to access app.
- ✓ **Engaging**- With games that enable slipping into real world job roles.

"An app that seeks to ensure every age between 14-60 reads & thoroughly understands- meticulously selected educative news articles; although, not by providing an overall dumbed down version of the original article like most explanatory journalism efforts, but by use of clickable buttons on the article syndicated (from selective publications only), so as to extract the explanation & context for every concept, every word & every incomprehensible line thereat; while substantiating each article by infographic videos and games."

So now, what next?

Its time for you to apply for the coolest cohort in India. Oh no no, no extra adjectives used there. You will know just why in a few seconds.

This program is a first of its kind program spread over a period of 6 months wherein the top schools in the country (yes you 'read it right') come together to put forward their smartest minds and go-getters to live and experience a dream while shaping their own. We extend the invitation to only the top schools to apply and compete their way in and along.

Over a period of a life changing 6 months you will be networking and performing tasks just like the core team of an early stage startup. With a flexibility to endeavour, an authority to lead and trust to deliver you will be undertaking tasks mind-crafted especially for you. At the end of 6 months you will receive a certificate of completion with all recognitions mentioned in them and an offer letter to be a part of Reading Right as a **campus ambassador** should we find it too hard to let you go. Needless to say a network and undying fame across top schools in India will be our return gift to you. In case you are wondering what is the fame going to entail then let us spell it out for you- It's a suspense!

What do you need to make it to the cohort?

- First up you must be ready to roll up your sleeves and get work done; Any and every work. Impossible can exist either inside or outside of you. If it's the former, then don't bother reading the rest. As for the latter, if you have the power of possible within you then what ground does any impossibility have to stand outside of you. While all this sounds empowering, remember excellent execution is the real game changer.
- Second, you must prove to us that you are incredibly smart and intelligent. Tell us all about- Your knowledge bank along with academic achievements if any; now what is the knowledge bank we mentioned

here about- well, it is basically that which has been garnered over the years by reading beyond your syllabus (not quite fiction but non-fiction: books, newspapers, periodicals, journals etc); Your hunger for learning, reading, opinionating and analysing needs to come through to us.

- Third, we seek your ability to communicate efficiently and effectively. Of course, your oratory skills need bragging here. But besides that we also want to know if you are sensible & courteous with your communication because that is going to tell us whether you are leader material.
- Fourth, you must have real creative crazies- well what is a leader that lacks ideation. Mind you, Ideation that counts: You will discard some hundred ideas before you find what fits; but in the end what counts is the one that hits the nail on its head.
- Fifth, tell us about anything else that may help build your case. From what makes you technically/functionally sound (this could just be your deal cracker) to what is your compelling story.
- And Last, be sure to depict yourself as a human friendly coolio, coz hey ho its a full cohort you are working with!

While the above are what we seek in you, we trust you to take this up if and only if you have the commitment, integrity and will to pursue this endeavour no matter how unreasonable or uninteresting it gets for you. Its 6 whole months! you are bound to experience highs and lows. So sign up only if you can!

What to do in order to apply?

Send us a video about you (we leave you to decide the time limit, and trust us to judge you on it); you must necessarily feature in the video and speak about what makes you an ideal fit. Along with the video you must send us your resume (a teenager being asked for a resume?? Too much to process? Well don't allow that to bother you and hang in there because going forward it only gets crazier). Next we need you to write an essay (PDF format, 500 words) titled "*Applying to 'Shadow a Startup' is a life changing decision. Critically look at your life to date, the choices you have made, the key reasons behind those choices, your goals for the future and how you expect to benefit from the Shadow a Startup experience in achieving your goals.*"

How many hours do you have to provide?

Before anything else we must assure you that we will most definitely factor in all your exams, academic commitments such as assignments or tests etc at all times during the 6 months. On a weekly basis we will need a minimum of 20 hours (excluding the exam week or academic submission days).

How will this work?

A mentor will work with you to assist you in the tasks and guide you throughout. You will be working individually and in teams to complete the tasks assigned to you. You will be made to perform tasks across multiple domains ranging from product development, marketing, advertising, project management, technology enhancement, leadership & strategy among others.

Are you going to have fun?

If you haven't understood that our product is one of its kind and a classic one that is about to change the shape of India's education then either you do not know about our product (app & its features) orrrr you do not know about it! So find out about the Reading Right app. But to answer the question for now, fun is an understatement, ***you are about to change the rules of the game, it doesn't get any better!***

Application **video, resume & essay** drop at the link below:

<https://www.readingright.in/shadow-startup-schools/ap-now/>

For further questions attend the upcoming webinar exclusively for your school's teachers, parents and students; details of which shall be shared in the mail.

"Time ticking is certain. The ONLY certain!"

While we wait to hear from you,

Best,
Team Reading Right