



Innovate Bhutan, Bhutan Case Study

# CULTIVATING A GENERATION OF BHUTANESE YOUNG ENTREPRENEURS

## About Innovate Bhutan

Innovate Bhutan is dedicated to fostering social and environmental enterprise innovation. Guided by YDF's purpose and values, its vision is to become Bhutan's leading institute for entrepreneurship and innovation. The mission is clear: to empower and build Bhutan's social entrepreneurial ecosystem through education, incubation, and capacity development of aspiring "inno-preneurs." Innovate Bhutan seamlessly bridges academia, industry, and grassroots initiatives to drive transformative change within Bhutan and beyond.

## KidsMBA at Innovate Bhutan

In January 2025, Innovate Bhutan proudly launched its inaugural KidsMBA Bhutan cohort, graced by His Royal Highness Dasho Ugyen Jigme Wangchuck, bringing together 25 bright students from Classes 6–8. Over eight days, the young participants immersed themselves in entrepreneurial learning and ended the journey with a dynamic Shark Tank-style pitch event, graced by His Royal Highness Dasho Ugyen Jigme Wangchuck.

The cohort presented eight innovative business ideas tackling local challenges, from plastic waste to transportation. Two winning teams were selected for continued incubation and mentorship with Innovate Bhutan, marking an exciting beginning for Bhutan's next generation of changemakers

## What parents say about the programme

### Parent 1

"My son, who was 12 years old in 2024 and studying in Class VII, had the wonderful opportunity to attend the KidsMBA programme last year. As a parent, I have been truly moved by the changes I have witnessed in him, not only in terms of knowledge, but more importantly, in the way he thinks, reasons, and makes decisions after attending the programme.

I have noticed that he now brings a business perspective into our everyday conversations. He often talks about profit, selling points, and ways to make decisions that are practical and sustainable.

I have seen how much he has learned about decision-making, financial management, and business concepts like profit and loss, selling points, and value creation. The programme has not only enriched his knowledge but also shaped his ability to think critically, weigh pros and cons, and express his views confidently.

As a parent, I am deeply grateful for this programme and its positive impact on my son. I am already looking forward to enrolling my younger daughter, who is now in Grade IV, in the KidsMBA programme when she is ready."

### Parent 2

"Thanks to the inspiring collaboration between the KidsMBA programme and Innovate Bhutan, Bhutan Youth Development Fund. The programme has profoundly impacted my child, instilling confidence, entrepreneurial thinking, and a global outlook that will guide them for life. This experience has not only celebrated their potential but also inspired a deeper belief in their ability to lead, innovate, and contribute meaningfully to the world."

## Conclusion

The story of Innovate Bhutan's KidsMBA programme is a testament to the power of investing in youth. It demonstrates how a visionary programme can ignite entrepreneurial spirit, translate classroom learning into global action, and showcase Bhutanese values of sustainability and community on the world stage.

From a national bootcamp to international award ceremonies, KidsMBA has proven to be a powerful catalyst for change. It is more than a programme; it is a pipeline for Bhutan's next generation of leaders, innovators, and "inno-preneurs" who will carry the kingdom forward with creativity, compassion, and business acumen. The journey has just begun, and the future has never looked brighter.

