



Kids Startup Camp 2026

THEORY MEETS PRACTICE



www.webcooks.in

Camp Structure



Digital Branding, Marketing & Content Creation

*Implementation of tools learned in **MARCH 2026 WORKSHOP***

- Branding & Marketing
- Script & Creative Planning
- Video Shooting & Acting
- Final Brand Project

Python Programming Course

- Introduction To Python
- Variables, Input & Conditions
- Loops Mastery
- Lists, Tuples & Sets
- Functions & Mini Projects



Digital Branding, Marketing & Content Creation

Tools: Gemini, ChatGPT, Perplexity, Claude, Suno.ai, Grok, Canva Ai & Nano Banana

*Implementation of tools learned in **MARCH 2026 WORKSHOP***

Module 1

Introduction To Branding

Topics Covered	Activities / Projects
What Is A Brand?	Finalize A Brand Name
Choosing A Brand Name	Create Brand Logo In Canva
Creating Brand Identity	Choose Color Scheme & Fonts
Selecting Brand Colors & Theme	Prepare Brand Mood Board
Designing Basic Brand Style	Generate Creative Brand Slogans Using ChatGPT, Gemini & Claude
AI Text Tools For Brand Ideas & Taglines	Create AI-Generated Brand Inspiration Images Using ChatGPT, Gemini & Claude
AI Image Tools For Moodboard References	AI Branding Practice

Module 2

Basic Marketing Strategy

Topics Covered	Activities / Projects
What Is Marketing?	Make A 7-Day Content Plan
How Brands Grow	Create Marketing Ideas without using any AI tool
Understanding Video Creation	Prepare Brand Promotion Strategy Using Canva ai, Flow
Content Planning Basics	Generate Creative Campaign Ideas without using any AI tool
Creating A Simple Marketing Plan	Use AI To Create Product Captions using ChatGPT, Gemini, Claude & Perplexity
AI Tools For Marketing Ideas	AI Ad Creation Practice Using ChatGPT, Gemini & Claude
AI In Creative Advertising	Campaign Brainstorming Activity using ChatGPT, Gemini, Claude & Perplexity

Module 3

Script Writing & Creative Planning

Topics Covered	Activities / Projects
Basics Of Advertisement Scripts	Write Your Own Brand Ad Script
Hook, Problem & Solution Method	Prepare Dialogue & Scene Flow
Writing Reels Scripts	Team Brainstorming Sessions
Storytelling For Reel Creation	Generate Multiple Hook Ideas
Planning Video Scenes	Create AI-Assisted Reel Story Concepts
AI Chat Tools For Script Writing	Improve Script Creativity Using AI Using ChatGPT, Gemini, Claude, Perplexity
AI Storytelling Idea Generation	Creative Script Practice

Module 4

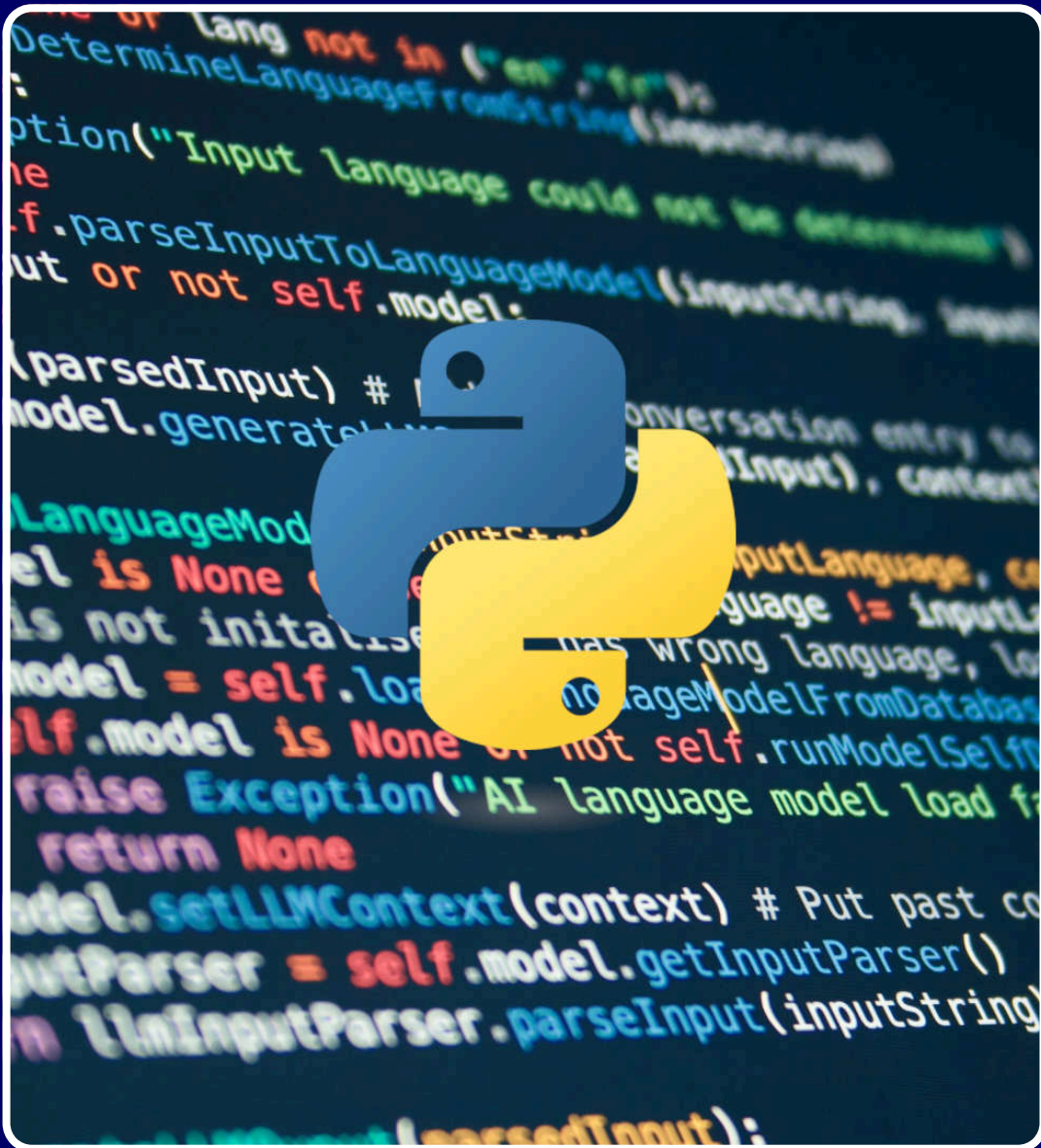
Video Shooting & Acting Skills

Topics Covered	Activities / Projects
Mobile Photography Basics	Shoot Brand Advertisement Videos
Camera Angles & Framing	Practice Acting In Front Of Camera
Lighting Basics	Create Reels/Videos
Reels Shooting Techniques	Product & Creative Shoots
Acting Confidence For Camera	Camera Confidence Practice
Voice & Expression Practice	Expression Training Activity
AI Videos vs Human Videos	AI Concept Planning Activity Using Canva Ai
Planning Shoots With AI Concepts	Creative Shoot Planning

Module 5

Video Editing & AI Tools

Topics Covered	Activities / Projects
Video Editing	Edit Brand Advertisement Video
Adding Music & Effects	Create Final Reel using Canva ai & Suno.ai
Adding Voiceovers	Create voiceovers using Canva ai, Narakeet & Eleven Labs
Text Animation	Design Promotional Posters
Transition Effects	Export Final Marketing Content
AI Image & Video Tools	Create AI-Generated Music using Suno.ai
Thumbnail & Poster Design	Generate AI Images For Posters Using ChatGPT, Gemini, Claude & Nano Banana
AI Music Generation	Combine AI Visuals With Canva Projects



Python Programming Course

Module 1

Introduction To Python

Topics Covered	Activities / Projects
What Is Python?	Hello World Program
Python Setup	My First Python App
print() Function	Fun Message Generator
Running Python Code	Coding Practice
Displaying Output	Output Display Activity

Module 2

Variables, Input & Conditions

Topics Covered	Activities / Projects
Variables	Name & Age Program
User Input	Favorite Food App
if-else Conditions	Even/Odd Checker
Comparison Operators	Grade Calculator

Module 3

Loops Mastery

Topics Covered	Activities / Projects
for Loop	Multiplication Table
while Loop	Countdown Timer
range()	Number Counter
Nested Loops	Star Triangle Pattern
Patterns	Pattern Design Activity

Module 4

Lists In Python

Topics Covered	Activities / Projects
Creating Lists	Favorite Fruits List
Accessing Items	Shopping Cart Program
append() & remove()	Student Marks Manager
len() Function	Number Analyzer

Module 5

Tuples & Sets

Topics Covered	Activities / Projects
Tuples	Days Of Week Program
Sets	Lucky Number Checker
Tuple vs List	Classroom Attendance App

Module 6

Dictionaries In Python

Topics Covered	Activities / Projects
Dictionary Basics	Student Report Card
Adding & Updating Data	Phone Book App
Looping Through Dictionaries	Mini Library System

Module 7

Functions In Python

Topics Covered	Activities / Projects
Functions	Greeting Function
Parameters	Calculator Function
Return Values	Area Calculator

Module 8

Mini Projects & Games

Topics Covered	Skills Used
Quiz Game	Conditions + Lists
Rock Paper Scissors	Loops + Random
Word Guess Game	Strings + Loops
Number Guessing Game	Conditions + Random
Simple ATM System	Functions + Conditions