



Idea Studio is a platform to turn promising ideas into solutions and ultimately ignite social change by enabling youth potentials in favour of entrepreneurship through innovation.

The process starts with calling for innovative ideas across the country, which is shortlisted and mentored by renowned business leaders at the business incubator at KUSOM-Idea Studio, the first business incubator in Nepal. The best ideas nurtured at the business incubator are showcased on primetime national television in the form of reality show. Business leaders, investors, and organizations interested in the ideas will partner and invest with innovators to put sustainable solutions in place. The top four innovative ideas will receive a seed investment of USD 5,000-10,000 each to start, launch, and implement ideas into real solutions and business.

Ideas calling stage: Aspiring entrepreneurs from different walks of life are reached out and encouraged to submit their innovative ideas during this stage. The focus is to promote economically, environmentally sustainable, and socially innovative ideas.

Idea submission and selection strategy: Innovative ideas are submitted via email and online application forms.

A selection committee screens through the pool of submitted ideas and shortlists 35 ideas after different phases. They are then invited to attend the incubation process at the incubation center.

Mentoring at innovation incubator: These 35 applicants enter into a two month long intensive Lab-based Studio Incubation programme. The learning at the incubation programme occurs in three stages (put hyperlink for detail on this). After this phase the entrepreneurs enhance their business knowledge in this stage of the incubation programme. They also learn research, analytical and decision-making skills, crucial for the success of any business.

Implementation: Top five ideas that secure the investment in the final round execute their business ideas. The business incubator provides assistance and mentorship to successfully launch their businesses.

Eligibility: Open to all Nepali citizens with innovative ideas to solve a social, economical and green problem. Idea Studio Nepal is committed to equal opportunities to all, irrespective of gender, religion, culture, social status, marital status, sexuality, disability or age.