

What if the skill you're learning today *could change your life?*

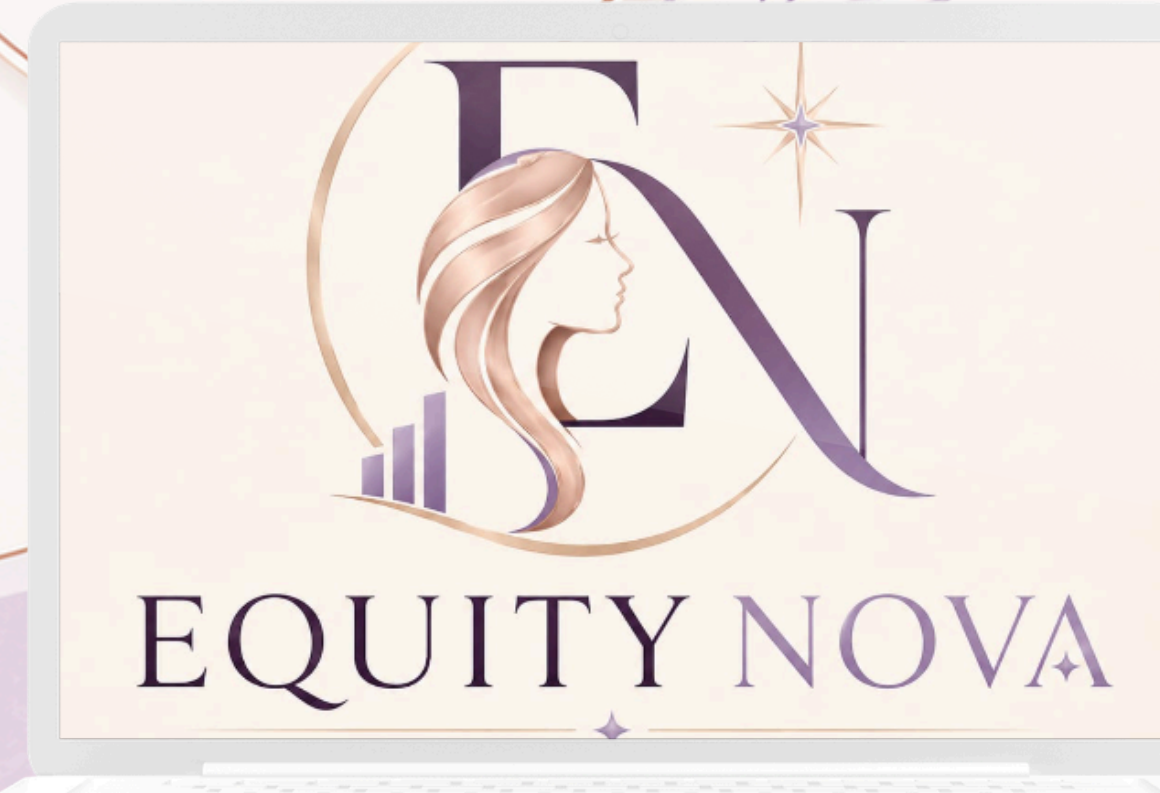
BEYOND SKILLS:

TURNING TALENT INTO FINANCIAL INDEPENDENCE

How financial thinking and entrepreneurship can transform one skill into a lifetime of **opportunities**.

Pratishtha Bansal

FOUNDER, EQUITYNOVA



WHO I AM & WHAT WE DO

Hi, I'm *Pratishtha*.

FOUNDER, EQUITYNOVA

I started **EquityNova** to change who gets to be in money conversations.

WHAT WE DO



RESEARCH

We explore gender and economic gaps through data.



EDUCATE

We simplify finance and economics to build real-world knowledge.



EMPOWER

We share women's stories and uplift voices that inspire action.

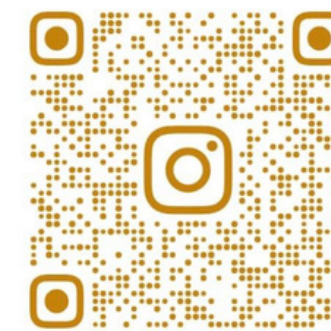


BUILD COMMUNITY

We create inclusive spaces for learning, growth and opportunity.

“

Empowering women with financial knowledge today,
so they can build the economy of tomorrow.



@EQUITYNOVA

Let's connect! 

SCAN TO FOLLOW
EQUITYNOVA



@equitynova_

Two Girls. Same Skill. *Different Future.*

GIRL A



LEARNS
WEAVING



EARNS
₹8,000
/MONTH



WORKS
ALONE



VS



GIRL B



LEARNS
WEAVING



BUILDS A BRAND



EMPLOYS OTHER
WOMEN



EARNS
₹80,000+
/MONTH



CREATES IMPACT.
BUILDS FREEDOM.

What changed?

The Journey From *Skill* to *Freedom*



“

Most people stop at learning a skill.
Successful people learn how to *create value* from it.

Before You Sell Anything, *Ask Yourself...*

Every successful business, whether it's a boutique, a bakery, or a billion-dollar startup, begins by answering **these three questions**.



1. Who needs this?

Find your customer before you build your product.

EXAMPLES:

- A college student needs affordable notes.
- A bride needs customised embroidery.
- A local café needs Instagram posts.



2. What problem does it solve?

People don't buy products.
They buy solutions.

✗ I sell handmade bags.

✓ I create durable, personalised bags for college students.



3. Why would they choose you?

Your uniqueness is your biggest advantage.

IT COULD BE:

- | | |
|-----------|--------------|
| 💎 Quality | 💰 Price |
| 🎨 Design | ⚡ Speed |
| 💖 Service | 💬 Your Story |

“

People don't pay for *skills*.
They pay for the *value* those skills create.

”

3 Economic Concepts

Every Young Woman Should Know

These simple ideas help you make smarter decisions with your **time, money, and opportunities**.

01



Opportunity Cost

Every choice has a trade-off.
When you choose one option,
you give up another.

EXAMPLE



Spending 2 hours on social media
means 2 hours not spent improving
your skill or working on your dream.

02



Supply & Demand

The value of something depends on
how much people want it and how
much is available.

EXAMPLE



Everyone sells plain tote bags.
You make customised, hand-painted
bags. Demand is higher, supply is
lower, so your value is higher.

03



Compound Growth

Small, consistent actions
create big results over time.

EXAMPLE



Keep showing up. Keep adding value.
Growth will follow.

Understanding these concepts today

✦ helps you build *better* choices, *bigger* opportunities, and a *brighter* future. ✦



One Skill $\neq$ One Income

Many Paths. Many Possibilities.

The same skill can open multiple doors.
It's not about working harder, it's about **thinking wider**.



SEWING

- 01 Custom stitching 
- 02 Alterations & repairs 
- 03 Uniform / bulk orders 
- 04 Sewing workshops 
- 05 Sell patterns / digital tutorials 

★ Create. Serve. *Earn.*



CODING

- 01 Freelance projects 
- 02 Build websites 
- 03 Create apps / tools 
- 04 Teach / mentor others 
- 05 Build & launch a digital product 

★ Code. Solve. *Scale.*



ART & DESIGN

- 01 Commissions 
- 02 Prints & merchandise 
- 03 Digital art / NFTs 
- 04 Art workshops 
- 05 Licensing your art 

★ Create. Inspire. *Impact.*



SOCIAL MEDIA

- 01 Content creation 
- 02 Brand management 
- 03 UGC (user generated content) 
- 04 Social media consulting 
- 05 Build your own agency 

★ Build. Connect. *Grow.*



Your skill is the starting point.
Your creativity is the multiplier.

★ Explore. Experiment. Execute.
The income will follow.



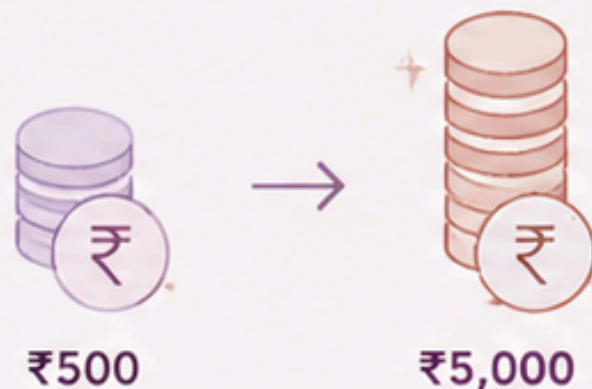
The ₹500 → ₹5,000 Challenge

Small start. Smart steps. Big impact.

You don't need a huge investment to start.
You need a **plan, creativity, and action.**

THE CHALLENGE

Start with ₹500.
Turn it into ₹5,000 in
30 days.



REMEMBER:

It's not about the money.
It's about the **mindset** you build.

YOUR 5 STEP ACTION PLAN

- 01**  **CHOOSE A SKILL OR PRODUCT**
Pick something you can create or offer right now.
- 02**  **FIND YOUR CUSTOMER**
Who needs it? Where will you find them?
- 03**  **CREATE VALUE**
Make something people will love and is worth paying for.
- 04**  **GET THE WORD OUT**
Tell people. Show your work. Use social media, friends, local networks.
- 05**  **REINVEST & GROW**
Use your profit to improve, expand, and reach more people.

IDEAS TO GET YOU STARTED

-  Sew scrunchies, tote bags, or hair accessories
-  Weave bookmarks, keychains, or coasters
-  Make art prints, bookmarks, or customised cards
-  Offer Canva designs, simple websites, or coding help
-  Create digital templates, study planners, or notes

Be creative. Solve small problems.
Start today.



This challenge is not just about ₹5,000.
It's about **discovering what you're capable of.**

*Start small.
Dream big. Build bigger.*

Your First Step Starts *Today* ♥ ✨

✨ Turn your ideas into action. Fill this out for *you*. ✨



✓ MY SKILL

What skill are you learning or already have?



✓ THE PROBLEM IT SOLVES

What problem does your skill or idea solve?



✓ MY FIRST CUSTOMER

Who is the first person you can help with your skill or idea?



✓ ONE ACTION I'LL TAKE THIS WEEK

What is one small action you will take this week to move forward?



*Small steps.
Big future.*



You don't have to see the whole staircase.
Just take the first step.



10

CLOSING

THE LAST STEP,
THE BEGINNING OF YOU.

“

A skill helps you earn.
A mindset helps you build.



Your **skill** opens
the first door.



Financial knowledge
helps you walk
through it.



Entrepreneurship
lets you build
your *own room*.

*Keep learning.
Keep growing.*



KEEP BUILDING
YOUR FUTURE.



SCAN TO EXPLORE MORE



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LEARN. INVEST. GROW.

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THE FUTURE ISN'T GIVEN. IT'S BUILT.

Let's build it together.

