

BYRAM HILLS
CENTRAL SCHOOL DISTRICT

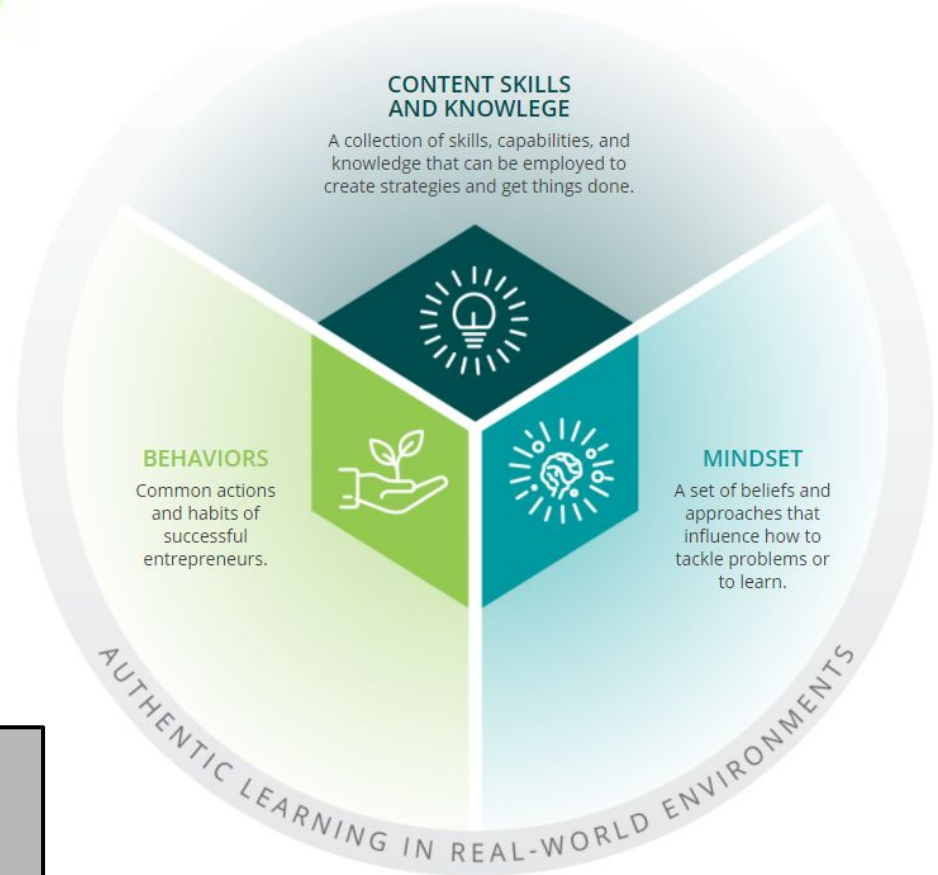
StartUp

Creating the Leaders of the Next Generation!



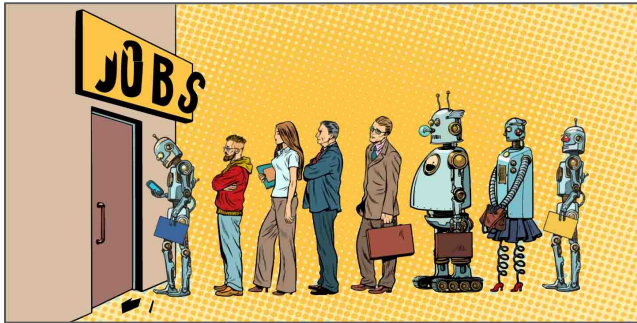
Student Entrepreneurship Brings Purpose to Learning

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<https://www.unchartedlearning.org/>

The 21st Century global economy and workforce require new skills, knowledge and experiences in the areas of entrepreneurship, innovation, design, and leadership.



Depth of Knowledge
Curiosity
Asks relevant questions
Excited to learn
Open-minded
Seeks gaps in literature
Wisdom
Finds gaps in literature
Knowledgeable of professional community
Masters difficult concepts
Uses resources wisely
Forms new connections

Personal Responsibility
Responsibility
Mature
Meets deadlines
Sets appropriate and ambitious goals
Uses time wisely
Transparent with teacher and mentor
Uses effective & efficient systems / organized
Well prepared / meets deadlines
Community
Leadership
Mentors peers
Committed to community
Initiative
Motivated
Proactive
Takes risks
Solves problems
Self-awareness
Has faith in oneself
Shows humility

Improvement
Growth
Is an active learner
Exceeds expectations
Shows growth / is getting better
Grit
Altruistic
Adaptive
Resilient
Hardworking
Persistent
Embraces failure / anxiety
Reflectiveness
Monitors growth
Knows weakness
Responds well to criticism
Exhibits full disclosure / honesty

2022-2023



INCubatoredu is a full-year course offering an authentic entrepreneurship experience as students develop their own product or service startup.

Problem-Solution Identification | Student teams explore, pivot, iterate and develop resilience as they work to solve problems they care about.

Customer and Idea Exploration | Real entrepreneurs and industry experts serve as volunteer coaches and mentors guiding student teams through the process of idea validation.

Pitch for Real Funding | Student teams pitch to gain investment funds in a final shark-tank style pitch event.

2023-2024



As a second-year course, ACCEleratoredu provides students the opportunity to launch and gain traction for their business.

Company Formation | Establishing a legal entity and developing three areas: customer acquisition, production and business processes as it suits their business.

Market Traction | The experience models a real-life start-up accelerator focused on developing teams through mentorship, education, connections, and accountability to launch a company.

Iterate and Scale | The course transitions businesses founded in INCubatoredu into sustainable, functioning ventures.

SEMESTER 1

UNIT 1 - IDEATION

This unit introduces students to what a startup is and how to develop a Business Model Canvas. Students start to develop ideas and form teams based on common interests. Students begin to refine and develop their idea by going through competitive analysis and identifying the value proposition customers will find meaningful.

- 1.1 Entrepreneur Mindset - 2
- 1.2 Lean Method & the BMC - 2
- 1.3 Problem Ideation - 4
- 1.4 **Solution Ideation & Expert Advice - 4**
- 1.5 First Draft of the BMC - 2
- 1.6 Competitive Analysis - 4
- 1.7 **Value Proposition - 4**
- + Shareback & Peer/Self Evaluation - 1

UNIT 2 - CUSTOMER DISCOVERY

Students learn the importance of customer feedback in the business development cycle. They create detailed customer segment profiles to guide business choices. They begin to test some of the assumptions developed on their business canvas by completing problem and solution interviews. They will be matched with mentors, receive feedback and define their mentor-student relationship.

- 2.1 **Customer Segmentation - 3**
- 2.2 **Mentor Match - 3**
- 2.3 Problem Interview - 6
- + Shareback - 1
- 2.4 Solution Interview - 11
- 2.5 **Intro to Market Sizing - 3**
- + Peer/Self Evaluation

UNIT 3 - CUSTOMER CONNECTIONS

Students outline paths to reach customers, including physical channels and virtual channels. This unit defines various ways to connect with customers, like messaging and specific marketing tactics to gain awareness with early customers. Teams create positioning statements for their solution that guide how they communicate to customers and what to say to influence customers to purchase.

- 3.1 **Positioning - 3**
- 3.2 Distribution Channels - 2
- 3.3 Customer Relationships - 3
- 3.4 **Marketing for Startups - 3**
- + Shareback & Peer/Self Evaluation - 1

UNIT 4 - FINANCES

This unit covers the fundamentals of using a financial model to determine the financial health of a business. Students select a revenue model and add inputs, such as cost estimates to produce their goods or service. The unit concludes with a team explaining their model, why it is best, and how they came to the numbers.

- 4.1a Optional Lesson: Intro to Spreadsheets - 1
- 4.1 Financial & Revenue Modeling - 2
- 4.2 COGS, Startup, and SG&A - 3
- 4.3 **Pricing - 2**
- + Shareback - 1
- 4.4 **Initial Revenue Forecasting - 2**
- 4.5 **Financial Statements & Health Analysis - 3**
- + Peer/Self Evaluation

SEMESTER 2

UNIT 5 - BUILDING YOUR MVP

Students develop an abbreviated prototype of their business to test the efficacy of their idea before bringing it to full scale, called the Minimum Viable Product (MVP). Each team presents their MVP and funding proposal to the Board of Advisors, who provides valuable feedback and possibly a small amount of funding to launch the MVP.

- 5.1 MVP Design - 6
- 5.2 **Website Creation - 3**
- 5.3 MVP Funding - 3
- + Shareback - 1
- 5.4 Prep for Pitch - 6
- 5.5 MVP Pitch - 2
- + Peer/Self Evaluation

UNIT 6 - LEGAL & MVP EXPERIMENT

The MVP experimentation starts and continues through the end of the semester. Teams learn project management skills to stay on task getting as much marketplace data as possible. Teams test and adjust their model to validate its potential. Teams learn practical legal concepts on company formation and intellectual property.

- 6.1 **Implementation Planning - 2**
- 6.2 MVP Experimentation - 13
- 6.3 **Legal - 4**
- 6.4 Revisiting SG&A and Startup Costs - 1
- + Shareback & Peer/Self Evaluation - 1

UNIT 7 - PROMOTION

Students begin building their "story" to persuade customers and potential investors. Using their latest MVP tests and what they've learned from previous units, teams identify tactics to promote their business and develop marketing and sales plans, including promotional strategies. They end the unit by creating their financial story.

- 7.1 **Storytelling - 3**
- 7.2 **Marketing Planning - 3**
- 7.3 **Sales Planning - 3**
- + Shareback - 1
- 7.4 **Financial Story - 5**
- + Peer/Self Evaluation

UNIT 8 - PITCH YOUR STORY

Teams update their financial model with refined estimates based on the MVP learning. The financial model includes growth goals and resources needed. The year culminates with teams pitching their plan to investors with the hope of winning funding to launch their idea during the summer and following year.

- 8.1 **Forecasting & Minimum Success Criteria - 3**
- 8.2 **Funding Requests - 5**
- + Shareback - 1
- 8.3 Preparing for Pitch - 12
- 8.4 Pitch - 3
- 8.5 Preparing for Launch - 6
- + Peer/Self Evaluation

ACROSS UNITS 6 & 7 - MVP EXPERIMENTATION

Two pitch events per year.

Participation in national pitch competitions.



Various feeder courses



Graphic Design I and II

AP Computer Science

Inventions and Innovations of 21st Century

PIE- Pathways in Engineering

Movie Making and Media

Introduction to Computer Science

Robotics I, II, and Masters

Economics

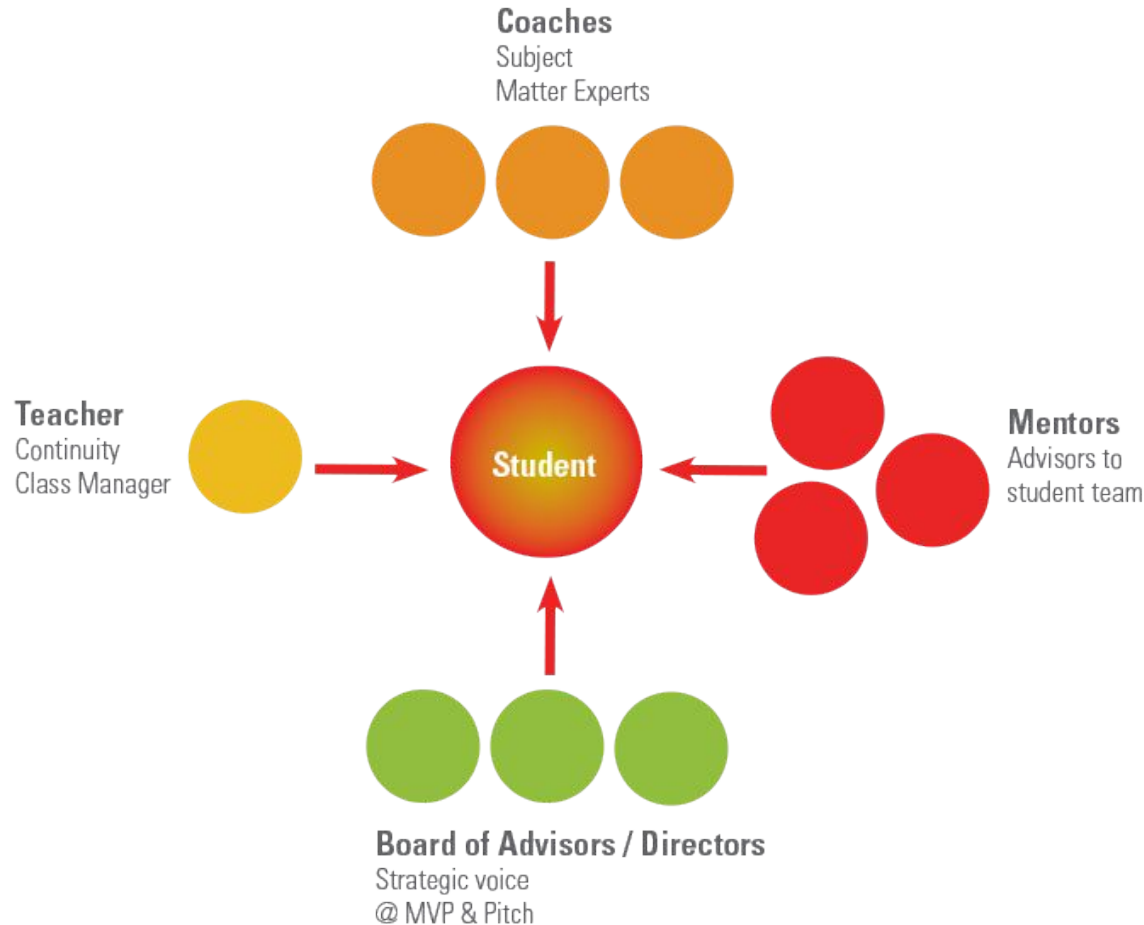
Business

AP Computer Science Principles



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COMMUNITY INVOLVEMENT



Coaches

- *Subject matter expert*
- *Present in the classroom*
- *Provide expertise support to teachers*

Team Mentors

- *Offer the team strategic guidance and wisdom*
- *Ongoing communication with team throughout the year*
- *One mentor needed per team*

Advisory Board

- *Offer teams strategic evaluation at two in-class “Pitch” events*
- *Provides funding recommendations and advice*

COMMUNITY INVOLVEMENT

The logo for 'StartUp' is displayed within a light gray rectangular box with a thin black border. The word 'Start' is in a red, sans-serif font, and 'Up' is in a dark blue, sans-serif font.

If you are a community member and interested in volunteering, please complete this [form](#).

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*Thank
you!*