

## Course Summary

### YEAR 1

INCubatoredu offers an authentic entrepreneurship experience as students build a business in this year-long course.

Throughout the course, students ideate, develop, and iterate their own product or service startup in an attempt to gain investment funds in a final pitch event. Real entrepreneurs and business experts serve as volunteer coaches and mentors guiding student teams through the processes of developing hypotheses about a business concept, testing those hypotheses, adapting, and continually learning and improving. This cycle of experimentation is combined with foundational business content such as marketing and finance. The businesses students build are real – they are not businesses cases or simulated experiences – which means students experience mistakes, take risks, and learn to pivot based on market needs. Students leave the course with a completed Business Model Canvas, competitive analysis, financial model, minimum viable product, pitch deck, future communications plan, and future funding plan.

*Students who complete the INCubatoredu course are eligible to compete in the annual INCubatoredu Pitch Competition.*

### Course Length

Year-long

One academic year at 45-min class periods daily.

**Adaptable to run on other schedules.**

### Teacher Requirements

No business teaching experience required; the program is designed to train and support teachers of any discipline.

### Prerequisites

The course is designed to be accessible to any 11th grade student interested in starting a business.

### Course Alignment

INCubatoredu is aligned to the National Consortium of Entrepreneurship standards, the Common Core Standards for Speaking and Listening, and 21st Century Learning and Innovation Skills standards

## Technology Requirements

Students in the course must be able to share digital documents, check email, conduct online research, and communicate with others on a daily basis. Thus, we recommend students have access to laptop computers while they are in the class – internet access via desktop or tablets (e.g. iPads) is sufficient.

## Course Learning Outcomes

By the end of the INCubatoredu course, students should be able to:

1. Complete a competitive analysis to identify the value proposition of a business idea.
2. Conduct and analyze problem and solution interviews on customer segment profiles to test assumptions.
3. Outline the most effective and efficient path to reaching customers.
4. Determine the business's financial viability through financial planning, models, and analysis.
5. Develop an abbreviated prototype to test viability of idea.
6. Test and adjust business model to validate potential.
7. Using marketplace data, create narrative or story of business idea and develop marketing and sales plans including promotional strategies.
8. Implement the build-test-learn cycle throughout the lifecycle of starting up a business.
9. Pitch a lean business model to a group of investors

### CROSS-CUTTING THEMES

Preparing students for lives in the entrepreneurial and interactive world.

- o Organization
- o Time Management
- o Communication
- o Passion
- o Collaboration
- o Problem Solving / Critical Thinking
- o Goal-Oriented
- o Motivation/Self-Discipline

## Materials & Delivery

As an INCubatoredu member school, you get access to a comprehensive library of learning materials and assessments. This includes:

- Volunteer recruitment and management tools
- Curated resources used by professionals in the field
- Pitch Night and other event guides
- Syllabus template
- Lesson plans for each unit lesson
- Classroom reconfiguration guides
- Activities and assessments
- Slide decks for topic presentations
- Reading materials and student resources

Materials provided by INCubatoredu are accessible via a private online portal and easily imported into most LMSs.

## Course Outline

Below is a break down of the modules for each semester.

Within each module, you can see the topics covered.

SEMESTER 1			
<b>Unit 1</b> Ideation	<b>Unit 2</b> Customer Discovery	<b>Unit 3</b> Customer Connections	<b>Unit 4</b> Finances
<ul style="list-style-type: none"> <li>○ Entrepreneurial Mindset</li> <li>○ Lean Method and the BMC</li> <li>○ Problem Ideation</li> <li>○ Solution Ideation</li> <li>○ First BMC Draft</li> <li>○ Competitive Analysis</li> <li>○ Value Proposition</li> </ul>	<ul style="list-style-type: none"> <li>○ Customer Segmentation</li> <li>○ Mentor Match</li> <li>○ Problem Interview</li> <li>○ Solutions Interview</li> <li>○ Market Sizing</li> </ul>	<ul style="list-style-type: none"> <li>○ Positioning Statement</li> <li>○ Distribution Channels</li> <li>○ Customer Relations</li> <li>○ Marketing for Startups</li> </ul>	<ul style="list-style-type: none"> <li>○ Mechanics of Spreadsheets</li> <li>○ Financial and Revenue Modeling</li> <li>○ COGs, Startup, and SGA</li> <li>○ Pricing</li> <li>○ Forecasting</li> <li>○ Financial Modeling Analysis</li> </ul>
SEMESTER 2			
<b>Unit 5</b> Building Your MVP	<b>Unit 6</b> Legal and MVP Experimentation	<b>Unit 7</b> Promotion	<b>Unit 8</b> Pitch Your Story
<ul style="list-style-type: none"> <li>○ MVP Design</li> <li>○ Website Development</li> <li>○ MVP Funding</li> <li>○ Prep for Pitch</li> <li>○ MVP Pitch</li> </ul>	<ul style="list-style-type: none"> <li>○ Implementation and Planning</li> <li>○ MVP Experimentation</li> <li>○ Legal</li> <li>○ Revising SGA and Startup Costs</li> </ul>	<ul style="list-style-type: none"> <li>○ Storytelling</li> <li>○ Marketing Planning</li> <li>○ Sales Planning</li> <li>○ Financial Story</li> </ul>	<ul style="list-style-type: none"> <li>○ Forecasting and Minimum Success</li> <li>○ Funding Requests</li> <li>○ Preparing for Pitch</li> <li>○ Pitch</li> <li>○ Preparing for Launch</li> </ul>