

Syllabus

Description

Throughout the INCubtoedu program, students ideate, develop, and iterate their own product or service startup in an attempt to gain investment funds in a final shark-tank style 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 business cases or simulated experiences - which means students experience mistakes, take risks, and learn to pivot based on market needs. Startup learning is inquiry-based learning.

Course Outline

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

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Assessments

Each semester ends in a cumulative project-based assessment.

Semester 1 Final Assessment

- Reflection: Teams create a Video Narrative
- Content Assessment: Timed objective-based assessment (e.g. multiple choice, multiple select, matching, etc.)
- Application Assessment: Students must reverse engineer a BMC based on a company's information.

Semester 2 Final Assessment

- Reflection: Students assess their individual and team members growth
- Content Assessment: Timed objective-based assessment (e.g. multiple choice, multiple select, matching, etc.)
- Application Assessment: Final Pitch

Grading

- Content Checks
- Peer Assessments
- Sharebacks
- Final Assessments and Artifacts

Policies and Procedures

This is not a normal high school class. During INCubatoredu, the environment will feel more like a professional work space than a classroom. I will be assisting you through the process of starting your team's business. I am the leader of the classroom, but I am not the expert. There will be multiple volunteers from the community involved in our daily activities.

General Work Rules

1. Listen and follow directions
2. Come to class prepared and ready to learn
3. Respect the classroom, your classmates, and your teacher
4. Be on task

Cell Phones

Cell phones will be placed in the center of your table during class and put on do not disturb mode during class. You should only use your cell phones during class when given instruction to do so.

Attendance

You are expected to arrive on time and prepared to learn. Our class will use Canvas, so an absence does not excuse you from knowing where we are at in class.