

Course Summary

GRADES 4, 5, or 6

A project-based unit of study where elementary students become entrepreneurs.

SEE | DESIGN | PITCH | MAKE | SELL | REFLECT

Students of freshINCedu progress through the milestones of starting up a new business: they identify a problem to solve, design and pitch a product concept, make and sell this product, and reflect upon the performance of their business idea. Evidence of learning includes a business model canvas, a budget and pricing model for the business, a product name and brand, a pitch deck, communications and marketing material, sales goals, and reflections. With involvement of local mentors and volunteers, students experience authentic learning, providing them an opportunity to feel empowered as entrepreneurs. Students leave the class having built and launched a business and product.

Length

24 Instructional Days

freshINCedu includes 24 lessons plus a one week sales period. Each lesson is designed to run for either one 45 or 60 min in length, or multiple 30 min sections.

Prerequisites

No prerequisites required for students. The program is designed to be used by all students

Teacher Requirements

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

Course Alignment

freshINCedu is aligned to the following standards

- Partnership for 21st Century Learning: 4Cs Standards
- Common Core Standards for Grade 5 Reading, Writing, Speaking and Listening
- Common Core Standards for Mathematical Practice
- C3 Dimension 2: Applying Disciplinary Concepts & Tools; Economics - Grade 5 : Economic Decision Making; Exchange Markets
- Next Generation Science Standards: Engineering Design

Technology Requirements

Students in the course must be able to share digital documents, check email, conduct online research, and communicate with others frequently. Thus, we recommend students have access to the internet as often as possible during this class. Access via tablets (e.g. iPads) is sufficient.

Course Learning Outcomes

By the end of the freshINCedu program, students should be able to:

1. Employ the Lean startup process using critical thinking and creativity
2. Use interpersonal communication skills with a variety of audiences
3. Collaborate with a variety of individuals and groups
4. Use real-life entrepreneurial tools
5. Reflect upon the characteristics and behaviors of entrepreneurs
6. Explain the economics of startup and commerce
7. Create marketing and sales collateral

Materials & Delivery

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

- Lesson plans
- Project-based assessments and rubrics
- Slide decks for topic presentations
- Student facing materials available in Spanish
- Reading materials and resources
- Activities and exercises
- Templates and guides for students

Additionally, as a member, we provide all the necessary tools and solutions to bring freshINCedu to your school, including:

- An Online Marketplace (aka E-Commerce) website for your students to sell their products
- A Pop-up Marketplace guide for your students to sell their products live
- Mentor recruitment and training tools
- Communication materials to promote your students' products and marketplace to the community

All content is delivered via a custom, online portal and can be integrated into LMS of choice.

PHASES					
Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
See a problem, need, or want	Design a solution	Pitch a business idea	Make the solution	Sell the solution	Reflect on learning
<p>Lesson 1.1: Entrepreneurs Identify personal entrepreneurial strengths.</p> <p>Lesson 1.2: Startup Teams Identify the strengths of teammates.</p> <p>Lesson 1.3: Seeing Problems/Needs/Wants Identify a problem worth solving.</p>	<p>Lesson 2.1: Brainstorming Solutions Design a solution that uses available resources.</p> <p>Lesson 2.2: Brainstorming Solutions: Work Day Design a solution that uses available resources.</p> <p>Lesson 2.3: Intro to Our Business Model Canvas Using a BMC, design a business idea.</p> <p>Lesson 2.4: Unique Value Proposition Continuing to use a BMC, design a business idea.</p> <p>Lesson 2.5: Finalizing Solutions of the BMC Completing the Business Model Canvas Solutions</p> <p>Lesson 2.6: Getting Customer Feedback Create solution interview</p>	<p>Lesson 3.1: Economics of Our Business Use spreadsheets to build a list of expenses.</p> <p>Determine price.</p> <p>Lesson 3.2 Day 1: Build a Prototype for Product or Trial Run for Service Create a prototype. Create a product name.</p> <p>Lesson 3.2 Day 2: Prototype Build or Trial Service Workday Continue development of prototype or trial run for service.</p> <p>Lesson 3.3: Pricing the Product or Service Price our product to make a profit</p> <p>Lesson 3.4: Communicating the Product or Service Idea Create enticing marketing and</p>	<p>Lesson 4.1: Building Inventory Build the solution inventory using available resources.</p> <p>Lesson 4.2: Communicating our Product Create brand materials, such as a logo.</p>	<p>Lesson 5.1: Advertising for Marketplace Brainstorm ideas of how to spread the word about marketplace and write ads</p> <p>Lesson 5.2: Sales and Selling Define how to sell product.</p> <p>Create sales goals.</p> <p>Determine sales metrics.</p> <p>Lesson 5.3a: Sell - INCMarketplace (optional) Test a solution.</p> <p>Explain an online e-commerce store.</p> <p>Use spreadsheets to track sales.</p> <p>Lesson 5.3b: Launch Pop-Up Marketplace Create interview questions. Test a solution. Measure</p>	<p>Lesson 6.1: Celebrate Self and Team Identify personal entrepreneurial strengths. Self-identify as an entrepreneur. Identify the strengths of teammates.</p>

<p>questions.</p> <p>Conduct solution interviews of family and friends.</p> <p>Test solution idea.</p> <p>Lesson 2.7: Learning from Customer Feedback</p> <p>Reflect upon performance of solution.</p> <p>Iterate on learnings.</p>	<p>sales materials that explain the benefit of a product or service to influence purchasing decisions</p> <p>Lesson 3.5: Preparing the Pitch</p> <p>Learn the role of the investor and why entrepreneurs need them</p> <p>Identify the information an investor needs and how to present them</p> <p>Lesson 3.6: Pitch for Investment</p> <p>Pitch a business idea to a small group of adults.</p> <p>Lesson 3.7: Learning from Pitch Feedback</p> <p>Reflect upon performance of pitch.</p> <p>Iterate on learnings.</p>		<p>customer reaction to product.</p> <p>Communicate with customers or potential customers.</p> <p>Use spreadsheets to track sales.</p> <p>Lesson 5.4 Analyze Sales Data</p> <p>How to calculate revenue from the sale and compare to original sales goals</p> <p>How to review data collected and identify what can be learned from it</p>	
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