



# Student Inc's Mission

*Transforming education to create the next generation of innovative business and community leaders through a PreK-12 entrepreneurial education model that primes students for success in the economy of the 21st century.*

Incubated by Bazaarvoice Foundation and piloted in the Austin Independent School District (AISD)

# First-in-nation PreK-12 entrepreneurial pathway!

PK-5<sup>th</sup>



6<sup>th</sup>-8<sup>th</sup>



9<sup>th</sup>-12<sup>th</sup>



# Student Inc PK-12 Pathway Model

## **The Elementary School model in PK-5, gives students the opportunity to:**

- Apply their academic learning in grade level business venture jobs
- Develop a start-up
- Run for political office
- Be empowered with a real-life, true taste of their community
- Build their own personal interests and passions
- Develop a new kind of process learning
- Prepare and be ready for the entrepreneurial path

## **The Middle School model introduces the students to a set of skills and tools to:**

- Build a foundation for the entrepreneurial experience
- Take a lead in running a school-based business
- Run a school-based philanthropic non-profit organization
- Engage in project-based learning to prepare for high school entrepreneurial curriculum
- Develop computer science (coding) competencies

## **The High School model:**

- Integrates entrepreneurial content and thinking strategies in core classes
- Offers the lure of entrepreneurship through courses designed to specifically support idea development, management, marketing and budgeting
- Uses the Lean Start-up model of Design-Measure-Learn during their JUNIOR year to build and pitch a viable product
- Provides a "Shark Tank" experience with local funders their SENIOR year so they experience "the real deal" of starting and running a new start-up company with a student team



# Connecting business world and students



*Student Inc offers many opportunities for YOU to get engaged with our students in the classroom.*

## **For the 16-17 school year, we are seeking:**

- 20 mentors for our 10<sup>th</sup> & 11<sup>th</sup> grade student teams in their capstone incubator class
- 16 coaches to teach in-class content for our 10<sup>th</sup> & 11<sup>th</sup> graders

# Which type of volunteer are you?

## Coach

- Short-term opportunity
- Subject matter expert lending skills to teach specific portion of curriculum
- In-class teaching for length of module: approximately two hours per day for 1-3 days
- Supported with teaching tools/training

## Mentor

- Long-term opportunity: relationship lasts for entire school year (approx. 45 hours total)
- Offers the student team strategic guidance and wisdom
- Expectation of weekly communication with team, in-person or virtually
- Two mentors will be paired with each student group to vary expertise and ease scheduling issues

# Coaching: Examples of coach-taught modules

- Group Ideation
- Value Proposition
- Customer Segmentation
- Positioning
- Marketing for Startups(digital and traditional tactics)
- Market Sizing(share estimates)
- Pricing
- Financial Modeling, building a P&L spreadsheet(with a pre-built model)
- Legal
- Basic Web/App Development
- Writing an Implementation Plan(project management)
- Storytelling
- Creating a Marketing Plan
- Creating a Sales Plan and Approach
- Financial Statement Set-Up
- Funding Request

# So... where do I sign up?!

Please visit  
<http://bit.ly/StudentIncVolunteer>  
to submit a volunteer interest form!