

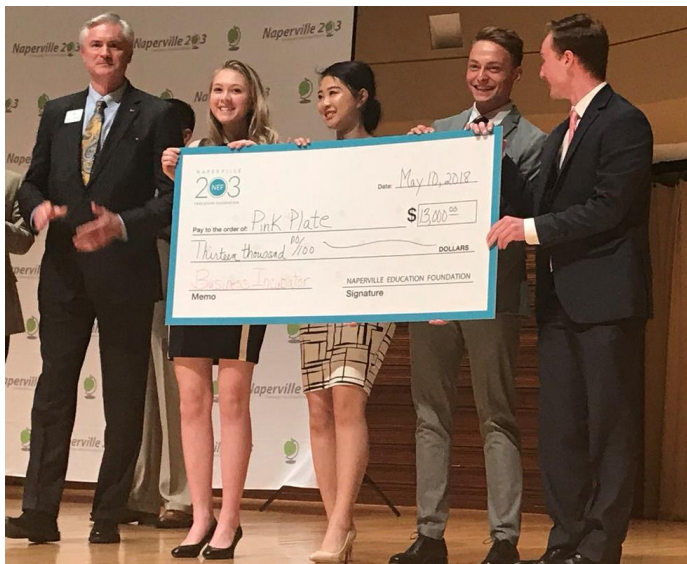
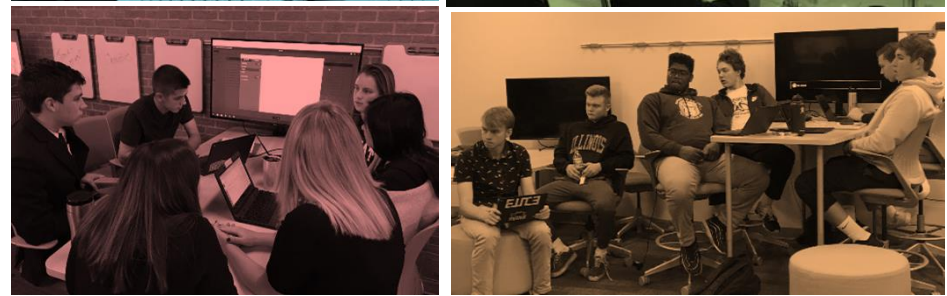
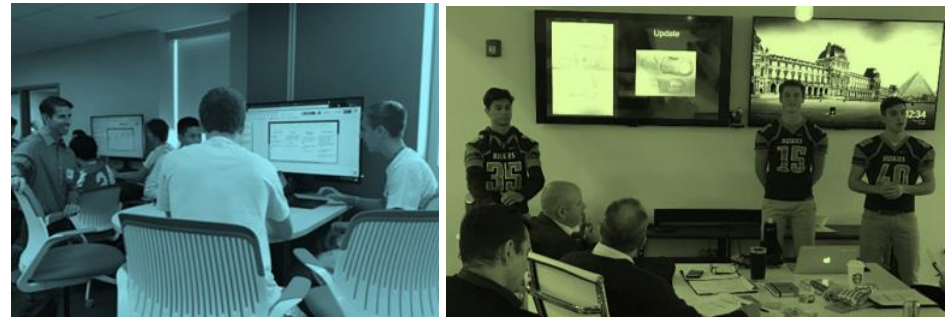
for more information

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[Naperville 203 INCubatoredu Website](#)
[Uncharted Learning Website](#)

Submit Volunteer/Interest Application at
<http://tinyurl.com/D203INCubator>

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Entrepreneurship & Enterprise

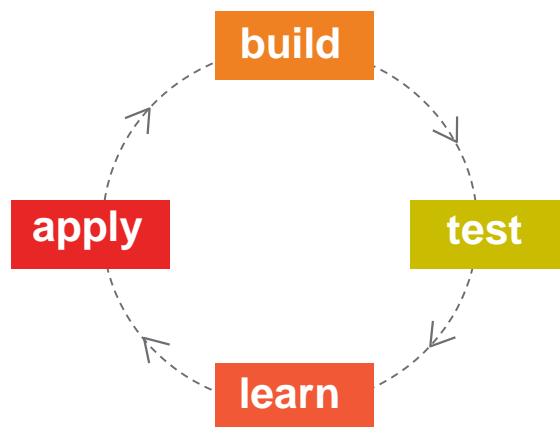
Naperville School District offers students an authentic collaborative, entrepreneurship experience with INCubatoredu. Students at Naperville Central and Naperville North have the opportunity to create and fully develop their own product or service. Entrepreneurs and business experts serve as volunteer coaches and mentors, guiding student teams through the *Lean* processes along with foundational business topics such as marketing and finance.

Learn by Doing

Over the course of the two semesters, students develop a BMC (business model canvas), gain market input on a MVP (minimum viable product), and continually revise all elements to improve their business model.

Students acquire foundational business concepts, then apply those concepts to the team's new business idea. Principles from the *Lean* movement help students test their thinking. From Concept to Minimum Viable Product to Pitch, students are hypothesizing, testing, adapting and learning. Importantly, they work and learn in teams.

Cycle of Experimentation



Teaching Team

Coaches: Subject matter experts who teach a lesson, providing real-world context for a specific curricular area. (Time commitment: 3-5 class sessions per lesson for 1-2 class periods)

Mentors: Offer strategic guidance for one team throughout the entire process (Time commitment: Communicate with team on a weekly basis; may be face-to-face or online)

Advisory Council Members: Provide a strategic voice at the MVP Pitch and Final Pitch

Content Areas

Lessons taught by Coaches

Unit 1: Problem Ideation & Team Formation

- **Problem Ideation/Factors for Pivot**
- **Storytelling/Dynamic Presentation**
- **Team Formation & Communication**
- **Unique Value Proposition**

Unit 2: Customer Discovery & Problem Validation

- **Engaging & Utilizing Your Mentor**
- **The Why of Your Business**
- **Market Sizing**

Unit 3: Pitching, Building, & Testing Your MVP

- **Website Aesthetics & Google Analytics**

Unit 4: Marketing Channels & Sales Planning

- **Marketing for Startups**
- **Introduction to Licensing**
- **Sales Planning/Sales Pitch Development**
- **Personal Brand Development—LinkedIn**
- **Managing Risk—Commercial Insurance**

Unit 5: Revenue & Cost Forecasting

- **Importance of Financials to an Investor**

Unit 6: Intellectual Property & Legal Structures

- **Intellectual Property**
- **Legal Components**

Unit 7: Business Valuation & Final Pitch

- **Startup Funding Requests**



Skills Developed

- adaptability
- collaboration
- critical thinking
- creativity
- problem solving