

# ENTREPRENEURSHIP AND ENTERPRISE

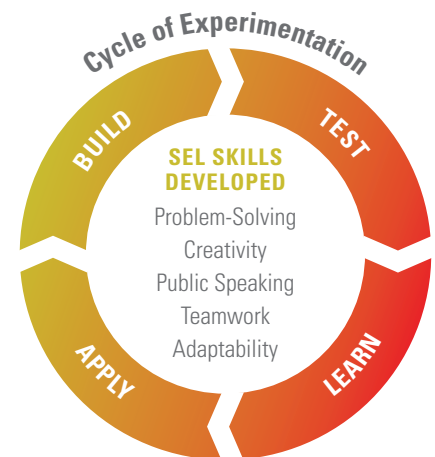
for high school students

The INCubatoredu program offers students an authentic, collaborative, entrepreneurship experience. Students have the opportunity to create and fully develop their own product or service while building skills. Students connect with entrepreneurs and business experts who serve as volunteer coaches and mentors guiding student teams through the process of creating their own enterprises.

## students learn by doing

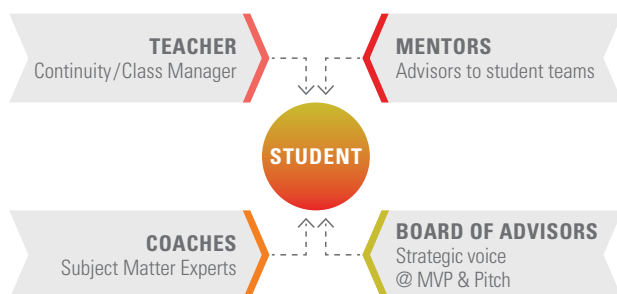
Over the course of the rigorous full-year program, students team up to develop a business model canvas, gain market input on a minimum viable product (MVP), and continually test all elements to improve their business model. Class culminates with an investor pitch at the end of the year.

Students trade out theory and simulation for real market experiences with processes that entrepreneurs use today. “Lean” methods help students test their thinking. From concept to MVP to pitch, students are hypothesizing, testing, adapting and learning. Importantly, they work and learn in teams to gain valuable skills required to be college or career ready.



## teaching structure

Entrepreneurs and business experts serve as volunteer coaches and mentors guiding student teams through the process of creating lean enterprises.



## student testimonials

“I really liked the INCubatoredu class because it was much more practical and ‘cooler’ than other classes. It was the reason I got up in the morning and was excited to go to high school.”

MARTIN D., FORMER INCEDU STUDENT, WHEELING HIGH SCHOOL

“It’s almost not like a class, it’s fun.”

CONNOR B., FORMER INCEDU STUDENT, BARRINGTON HIGH SCHOOL

“I’ve been teaching business education for over ten years and this is the best course I’ve taught!”

BRAD, NAPERVILLE CENTRAL H.S. TEACHER

### program elements

**Curriculum** | The program is a rigorous year of Project Based Learning where students solve real-world problems by creating and testing their business model. “Understanding by Design” architecture is supported by lesson plans, exercises, and assessments. From ideation to finance, students participate in presentations, activities, videos, and other teaching and learning resources. The curriculum is delivered online and integrates into any LMS, and the course accommodates many expressions of scope and sequence.

**Professional Development** | Annual training sessions are offered for teachers, administrators and volunteer leaders.

**Community Communication** | Materials and tools are provided to identify, recruit, secure, and train qualified volunteers.

**Teaching Resources** | Monthly newsletters and just in time videos curate the latest news in our community as well as tips on upcoming milestones.

**Facility Design Resources** | Classroom prototype design templates are provided by professional designers to guide creation of your innovative classroom.

### entrepreneurship pathway

Building a relevant pathway for students, the ACCEleratoredu course is designed as a second year program for teams that have completed INCubatoredu year 1, have access to funding and are ready to launch a business.



### program credentials

**Standards Mapping** | 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.

**Dual Credit** | Some member schools have secured collegiate credit for students who successfully complete INCubatoredu. Please contact Uncharted Learning for more information.

**Industry Certification** | Excellent prep for the Certiport Entrepreneurship & Small Business Certificate.

### about us



Uncharted Learning, NFP is a 501(c)3 not for profit organization. Our mission is to bring authentic, rigorous, and experiential education to all students to foster the development of real-world skills.

#### PROFESSIONAL DEVELOPMENT

**EAC** entrepreneurship across the curriculum

#### ENTREPRENEURSHIP PROGRAMS (4-12)

**freshinc**edu. **incubator**edu.  
**mxinc**edu. **accelerator**edu.

#### iOS CODING PROGRAMS (HS)

**mobilemakers**edu.  
**mobilemakers**studio.

VISIT US AT: UNCHARTEDLEARNING.ORG CONTACT: INFO@UNCHARTEDLEARNING.ORG

JOIN THE CONVERSATION: @INCUBATOREDU @UNCHARTEDLRNG