



**For More Information**

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## Entrepreneurship & Enterprise

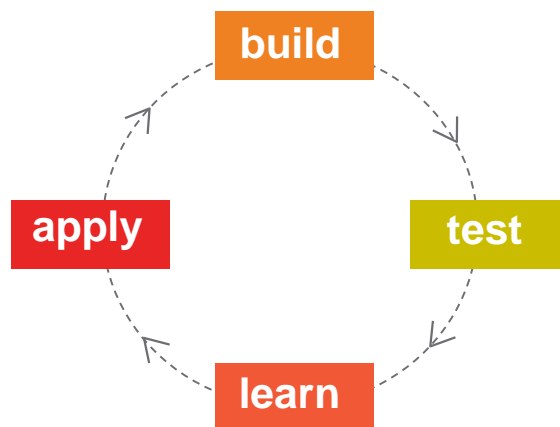
**Naperville School District 203** will offer students an authentic collaborative, entrepreneurship experience with INCubatoredu. Students at Naperville Central and Naperville North will have the opportunity to create and fully develop their own product or service. Entrepreneurs and business experts 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 business model canvas, gain market input on a 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



## INCubator in Action

Go to [www.incubatoredu.org](http://www.incubatoredu.org)

SEE VIDEOS OF WHAT STUDENTS ARE DOING:

[INCubatoredu Promotional](http://www.tinyurl.com/incubatorpromo) ([www.tinyurl.com/incubatorpromo](http://www.tinyurl.com/incubatorpromo))

[See what students are doing](http://www.tinyurl.com/wgnpromo) ([www.tinyurl.com/wgnpromo](http://www.tinyurl.com/wgnpromo))

[High School Hired Pitch Night](http://www.tinyurl.com/wgnpitch) ([www.tinyurl.com/wgnpitch](http://www.tinyurl.com/wgnpitch))

## Content Areas

Unit 1: Ideation

- **Group Ideation**
- **Value Proposition**
- **Business Model Canvas**

Unit 2: Customer Discovery

- **Customer Segmentation**
- **Problem/Solution Interview**

Unit 3: Customer Connections

- **Positioning**
- **Marketing for Startups**

Unit 4: Dollars and Cents

- **Pricing**
- **Market Sizing**
- **Financial Modeling**

Unit 5: Building Your MVP

- **Web/App Development**
- **MVP Pitch**

Unit 6: Validation/Experimentation

- **MVP Experimentation**
- **Legal**

Unit 7: Promotion

- **Storytelling**
- **Marketing Planning**
- **Sales Planning**

Unit 8: Pitch Your Story

- **Finances**
- **Funding Requests**
- **Final Pitch**



## Skills Developed

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