

Project Launchpad Learning Objectives & Outcomes

Startup Smartup is a 12-chapter online learning platform that teaches students 13-18 years old the fundamentals of entrepreneurship while focusing on resiliency development, college & career readiness, and financial literacy.

Resiliency Development + Hello Insight Findings:

- 90% of our students make measurable gains in at least one of the five core competencies that align with CASEL; more than a quarter make measurable gains in all five (self-management, contribution, positive identity, academic self-efficacy and social skills).
- 75% of our students are highly likely to recommend the program to a friend.
- 74% said they were able to use the resources to envision their future.

Workforce Readiness:

Objective skill development:

- Adobe Express to design brand kit, logo, business cards, flyers, websites and pitch decks.
- HubSpot Customer Relationship Management (CRM) platform to manage prospects and clients.
- Ten-chapter curriculum for each of website design, social media marketing and e-commerce

Subjective skill development:

- We measure student experiences including the degree to which the program helps students engage authentically, promote peer bonds, expand their interests, challenge their growth, manage their goals, and share their power with an adult who ensures that their voices and opinions matter.
- Students get exposure to role-playing activities introducing them to the seven steps of the sales cycle as well as thirty principles of communication taken from the book *How to Win Friends and Influence People* by Dale Carnegie.
- Students work on their self-esteem, confidence, and ability to speak publicly to their peers with exercises in each chapter and a culminating Shark Tank presentation to the class.
- Students explore their own personality types through a Meyers-Briggs personality test.
- Students learn about community engagement and volunteerisms and how attaching a charity to their work is not only good for business but helps expand their professional network of adults they can rely on as well as expose them to professional pathways that they would otherwise not have known about.

Financial Literacy

Each chapter of the general lesson plans has a section called Dollars & Sense that is devoted to financial literacy.

- Students learn personal financial literacy including the evolution of the banking system, how to open a bank account, the difference between a debit card and a credit card, how to avoid overdraft fees, the pro's and con's of credit cards, what is a credit score, saving vs. investing and how to connect their bank account to Venmo, PayPal and Cash App.
- Students learn what a line item is and the categories of revenue (sales), costs (expenses), and profit (net income) as they pertain to a profit and loss statement.
- Students prepare and present their price structure and projected earnings in their business plan during their final pitch project.

Project Launchpad Scope of Work & Implementation

The Scope of Work for Startup Smartup is a 12-chapter curriculum designed to teach principles of entrepreneurship to students from 6th grade and above. The curriculum focuses on developing resilience, college and career preparedness, and financial literacy.

From an entrepreneurship perspective, students can bring their own ideas or choose from one of the eleven job options, including traditional jobs like window washing, landscaping, auto detailing, babysitting, dog walking, and pool maintenance; 21st Century jobs like website development, social media marketing, and e-commerce; and creative jobs like salon services, hair, nails and makeup, and party planning. Traditional jobs are supported by video tutorials and guidebooks, while 21st century and creative jobs have their own 10-chapter curricula that are self-paced.

Startup Smartup partners with Hello Insight, a national partner of the YMCA, Major League Baseball, and other fortune 500 companies, to provide pre- and post-program surveys that measure students' resiliency development across numerous key indicators. These indicators are aligned with the CASEL standards, and the survey results provide evidence-based, empirical data that speak to the efficacy of the program, best practices, and opportunities for improvement.

As students progress through the curriculum, they explore their interests, motivations, and personalities to gain a clearer picture of what pathway they might find most rewarding from a college or career standpoint. They research community engagement opportunities to gain further exposure to prospective career pathways and professional networks and are encouraged to participate in volunteer activities to drive their passions and develop a deeper sense of empathy.

Finally, students learn about the costs associated with their business ideas and the resources available to help them. They learn the broad strokes of budgeting, setting prices, and finding break-even points, as well as the history of the banking system, credit scores, credit cards, financial aid for college, personal budgeting, opening a bank account, debit cards, overdraft fees, and how to connect to and use online platforms like PayPal, Venmo, and Cash App.

While Startup Smartup does aim to show students how to make money and take control of their lives today, the overarching goal is the long-term development of solution-oriented students who are empowered to be leaders, ask questions, and add value as future citizens of their own communities.

Implementation

We offer two options for implementation. Included in the licensing fee is a 90-minute onboarding for all staff that will be working with Startup Smartup. This prepares them for best practices in all aspects of running the program and gives them access to administrative lesson plans for each chapter, video recordings of virtual instructors teaching the lessons and additional teacher notes. If further training is required, it is available at no additional cost.

If you would like the support of a virtual instructor, the fee is \$1,000 or for in-person instruction, the fee is \$2,000 per class-engagement with the general lesson plans. If you would like to engage again, the fees are the same for each subsequent class-engagement and can be determined, billed and coordinated in real time. Agreements with virtual instructors are contingent on our staffing and availability of vetted instructors.