

## The Opportunity

One of the most shared sentiments across CEOs and entrepreneurs is that they wished they had started younger. Learning the ups and downs of building and running a business takes a lot of trial and error – but learning these skills young creates the path for success. **Startup Smartup empowers students to recognize their potential and compete in a global marketplace.**

### Of the current Fortune 500 CEO's:



Startup Smartup changes these narratives by making running a business accessible to youth from all backgrounds. Our program is designed to build capacities, create community and launch students into their futures.

## The Program

**Startup Smartup is a five to ten week program that can be led either virtually or through in person instruction. Designed to develop both tactical skill sets and a successful mindset, the curriculum walks students through the steps to build and run a successful business in one of the following areas:**

- Social Media
- Web Development
- E-Commerce
- Pool Maintenance
- Window washing
- Landscaping
- Babysitting
- Dog Walking
- Auto Detailing
- Event Planning
- Salon Services

The ten chapters available in English and Spanish, include a diverse range of activities to engage multiple learning styles and are designed to equip youth with the ability to think critically, solve problems and develop unique leadership abilities. Startup Smartup builds 21st century skills, develops social and emotional competencies and engages students in STEAM (Science, Technology, Engineering, Art and Math) learning.

