



Our idea

Using students curiosity to uncover
their hidden passion



Organize workshops with makerspace format to provide hands-on, practical experience where the students are in charge of their own education so they can try out what they find interesting

Workshops

Focused in a specific area, out of the 18 areas for high school the kids can choose from, designed in a learn-by-doing format.



Company tours

A group of students with an interest in a specific area, visit a company related to that area.

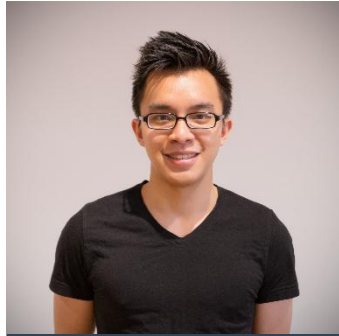


Meet and greet

Platform through which the students participating in the program can directly interact with professionals of the different areas.



Meet Our Team



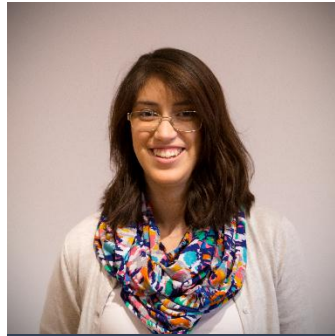
HAI DINH TUAN

Media & Marketing
Manger



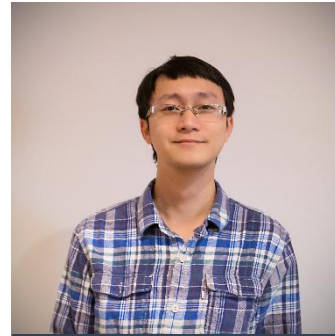
MIDAS NOUWENS

Operations & Financial
Manager



MIKAELA ILLANES

Customer Relationship



NINH TRUONG

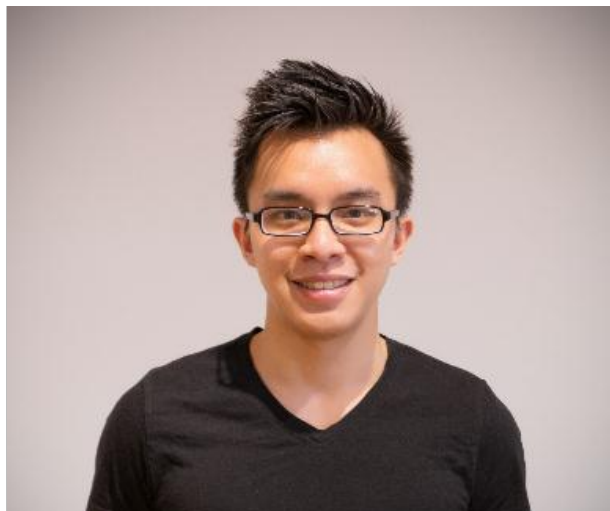
Program Manager &
Developer



NORA TEJEDA

System Manager &
Developer

Hai Dinh Tuan



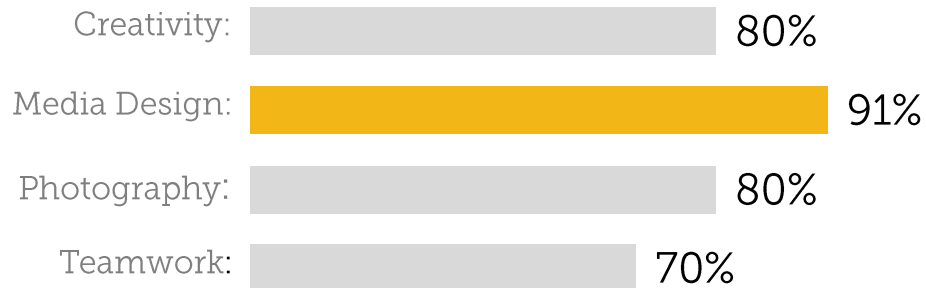
HAI DINH TUAN

Media & Marketing Manager

Short Description

I love designing media and marketing materials. All I want is to convey our value proposition to our customers in a attractive way!

Skills



Midas Nouwens



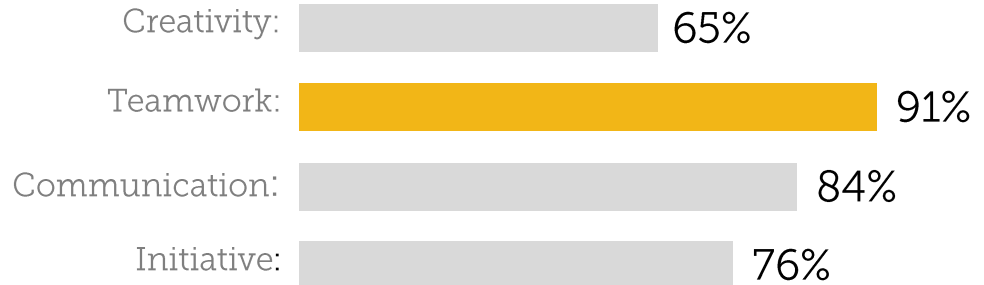
MIDAS NOUWENS

Operation & Financial Manager

Short Description

Background in Psychology, Sociology, and Communication. I focused on keeping everyone up to date with day to day activities, and made sure we kept the consistency in the business model.

Skills



Mikaela Illanes



MIKAELA ILLANES

Customer Relationship

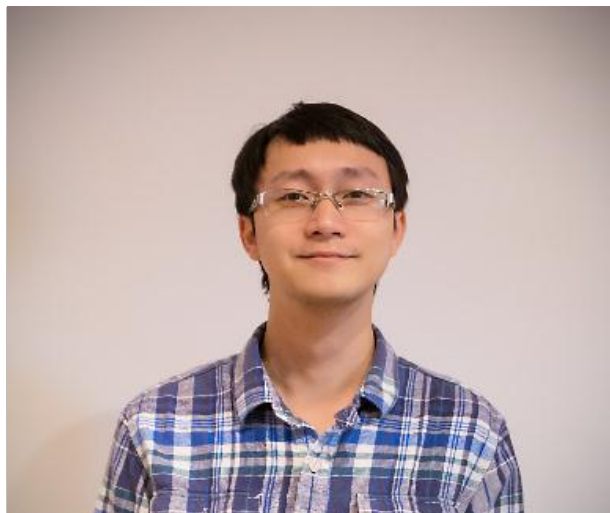
Short Description

IT Engineering student from KTH. I was the contact person, the one with the big black book. I provided many insights on how the educational system works in Sweden.

Skills



Ninh Truong



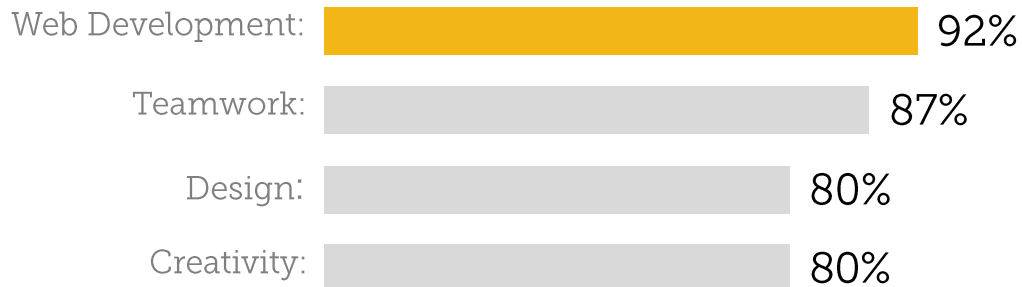
NINH TRUONG

System Manager & Developer

Short Description

Background in Web Development. I take responsibility for building, managing and maintaining Inicio's online platform.

Skills



Nora Tejeda



NORA TEJEDA

Program Manager & Developer

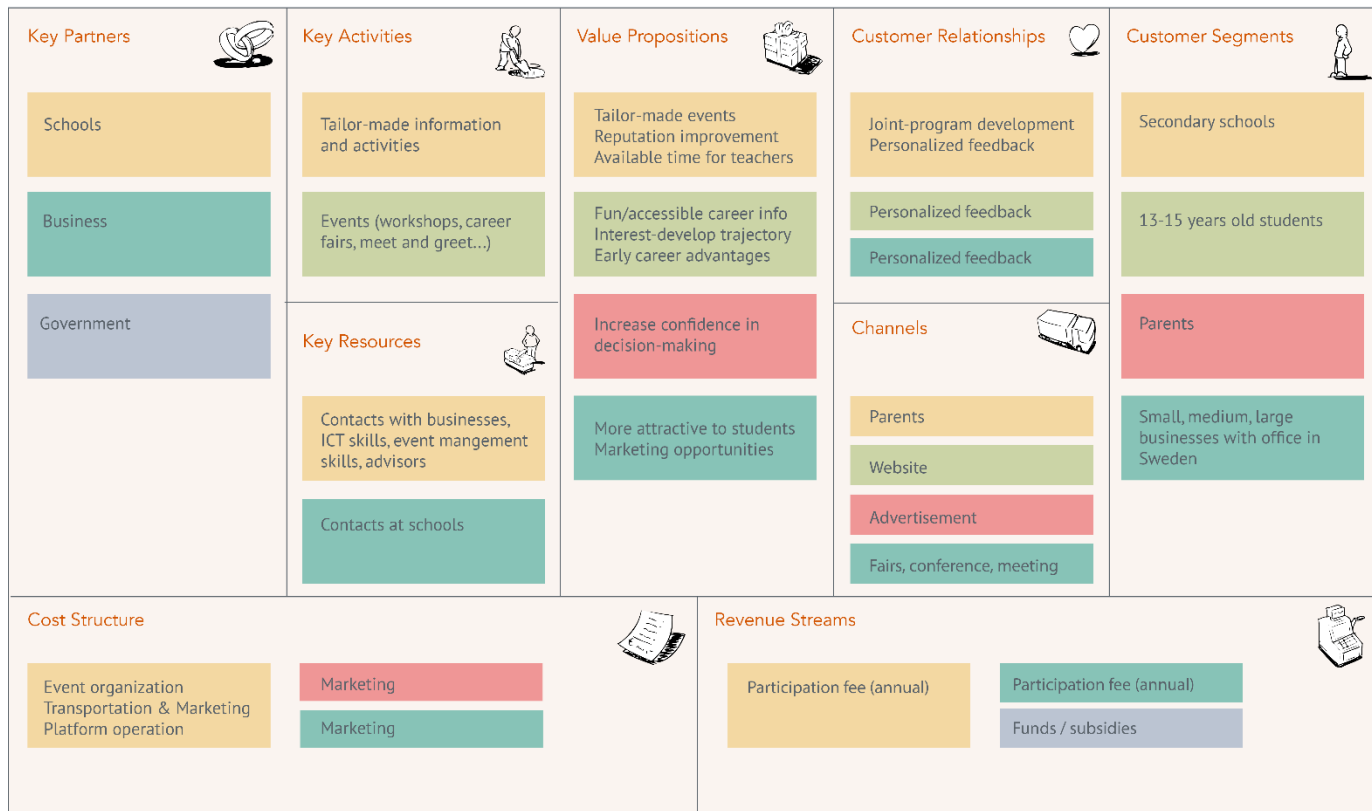
Short Description

Telematics engineer from Mexico. I believe that technology has the potential to have a great impact on education if it's used appropriately. I love mountain climbing.

Skills



Business Canvas v.1



Original idea

how the journey started

Arranging fairs all over the country where students could get information about different careers.



Travelling fairs

Arranging fairs around the country for students to test different careers.



Accessible Information

Providing students with information on the skills they need for different activities.



Going to university

Helping students find the right scholarship for future studies.

What we did

working with our first idea

1

A part of the school curriculum

We planned the program to take place during school hours, as part of the syllabus.

2

First meeting with teachers

We had a meeting with five teachers at Ronnaskolan to get their feedback on our proposal.

3

Having a workshop

After this first meeting the possibility of planning a workshop with Ronnaskolan arised.

4

Talking to Businesses

Approached companies to know if they had an interest in the project and if they were part of similar activities.

5

Interviewing Students

We talked to students about to go to High School (or in HS already) to understand how the process was for them.



What we found

working with our first idea

1

Lack of motivated kids

From the meeting with the teachers we got that motivating students is a big challenge.

2

24% drop out of high school

Almost one in four students don't finish High School after four years of being enrolled.

3

18 different high school programs

Students have too many options at the age of 15. It is easy to get stuck with the first choice.

4

Hands-on experience

Students have little opportunity to have hands-on experience in technology.

5

Lack of flexibility in curriculum

There's no flexibility to include things beyond the core syllabus.

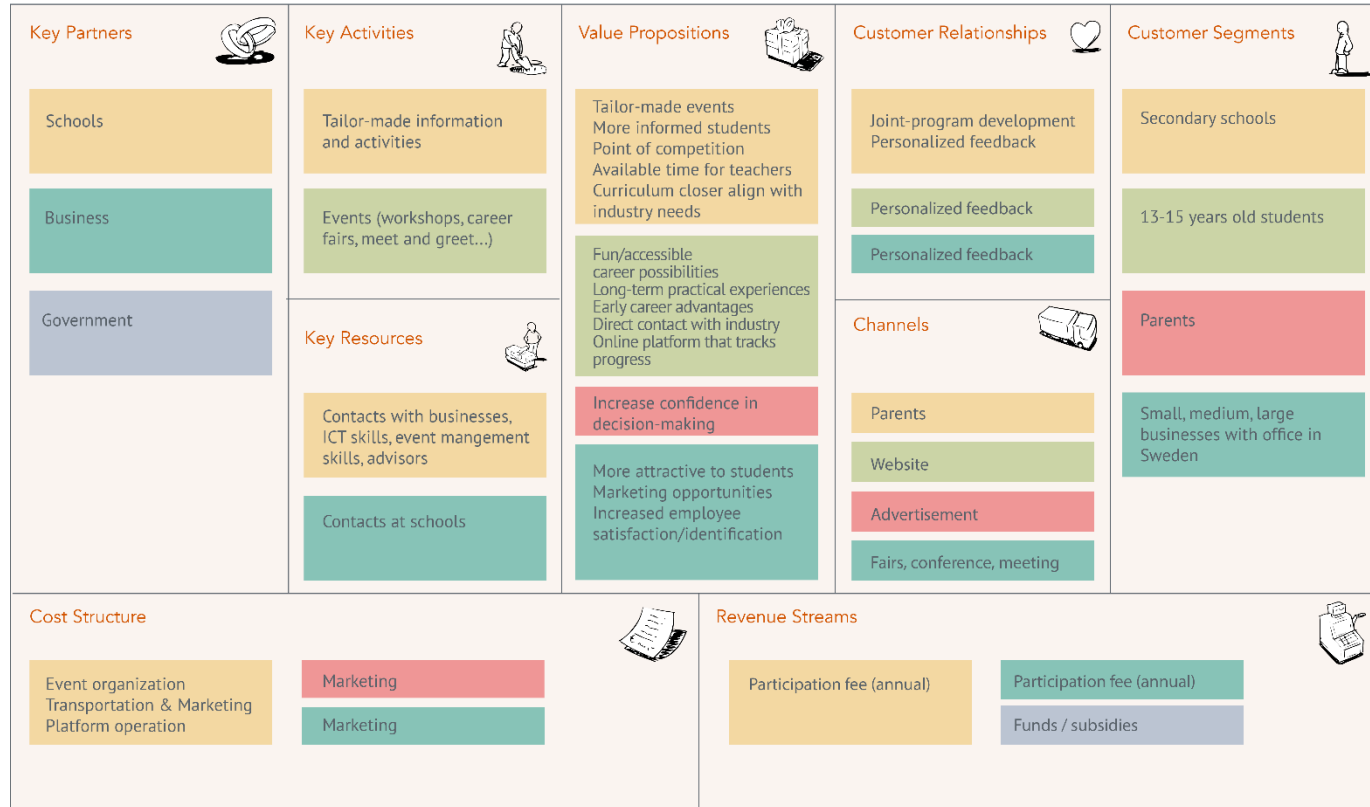
6

Need of thorough planning

Organizing activities with the school requires planning well in advance, before the school year starts.



Business Canvas v.2



What we did

developing our business model

1

Makerspaces

Looking for an engaging way to design our workshops and activities we thought of makerspaces.

2

Meeting with Mark

Mark provided us with contacts and ideas for future work developing our workshop in a makerspace format.

3

After-school hours

Having activities after school hours made it easier to develop our own ideas for workshops.

4

Carl from Kids Hack Day

After meeting him, he offered to train us and let us use his Quirkbots for our own workshops.

5

Quirkbots to Artbots

However, because of schedule clashes our first workshop had to be changed from Quirkbots to Artbots.

6

Approaching businesses

We talked to businesses to see if they were willing to participate in our workshops and our program.



What we found

developing our business model

1

First Pilot

Our first workshop was a success. The school wanted us to come back!

2

No instructions

Just letting the kids play with the material made it a fun way to learn.

3

Collaboration with businesses

Big companies, mainly, have the possibility to participate in the program. They offered in kind support.

4

Always have a plan B

We got to learn that it is always a good idea to have a plan B while working with other people

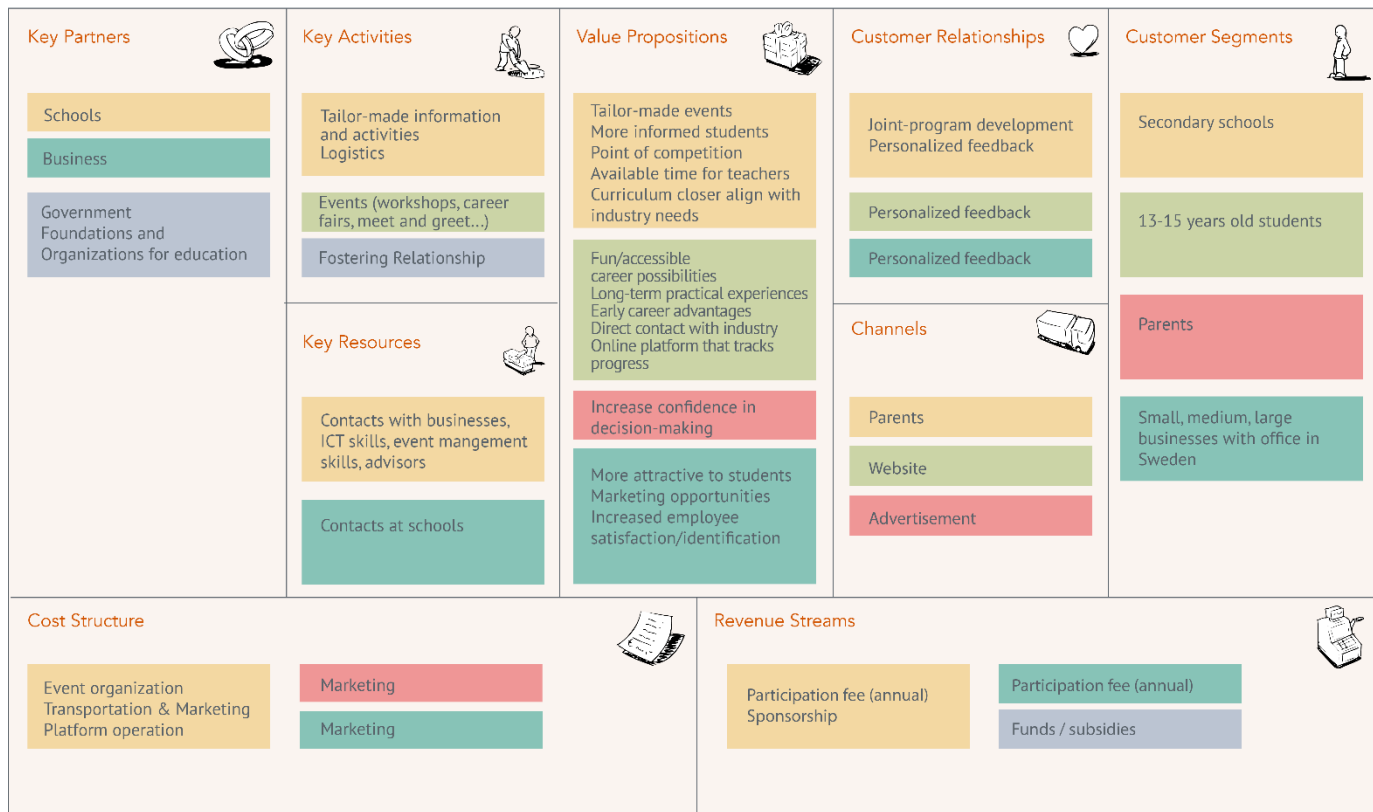
5

Escalating the model

After the first workshop we could dimension the costs to escalate our offer (60sek/participant)



Business Canvas v.3



First Class

our ideas about creating a business when we started

1

One great idea

An awesome idea is enough for a successful start up

4

It is easy to be objective

Judging and criticizing your own work is not difficult.

2

You need to be 100% ready

It is only after your business model is completely ready that you can test your assumptions.

5

Only your contacts can help

It is only the people you know beforehand that are willing to help you out

3

It is easy to get feedback

People are likely to give their real opinions when you present them an idea.

6

Business model doesn't change

Once you define the business model it's unlikely to change



How do we feel now

our ideas about creating a business when we finished

1

Revenue is important

If you are going to make a non-profit you need a clear plan on how to make it sustainable

2

The market answers back

If you create interest about your business, the market will react!!

3

Ask the right people

Signals might be confusing if you don't find the right people to talk to.

4

There's always more to do

After you define your business model, you just started. There are many more things to figure out.

5

Passion, commitment & confidence

The base to make everything else possible.

6

The idea is not the problem

It is not a lack of good business ideas that makes success difficult.



What we learned

our takeaways from the process

1

Always have a plan B

Either if you are planning events or if you are looking at your revenue streams, always have a plan B.

2

Find the right people

It is important to identify the right people that can ajnd are willing to help with what you need.

3

Feedback is essential

Receiving feedback is critical to developing your idea and its business model

4

Gathering data & showing results

It's not just about the data, it's about how you present it and the story you build around it.

5

Building a team

It is important to always make sure that the team is in the same page. It is very easy to drift away.

6

Value your own resources

Your contacts and knowledge are valuable for your start up, don't forget to use them!



Is this viable

THAT is the question...



Non-profit vs. For-Profit

Feedback from Cubimo and Stockholm Business Angels, among others, see Inicio viable only as a for-profit organization.



Non-profit in different ways

Addressing the feedback, we have evaluated models that maintain the non-profit character of Inicio, while getting reliable and sustainable funding.



Inicio is viable

Operating under a mixed revenue model, relying on 60% of income from schools, and 40% on external funding, as a non-profit, is how we see a sustainable business model for Inicio.

Demand is strong, and there is people in companies willing to participate. Our process and workshops show this.

After Class

where do we go from here

1

We will continue

The piloting process of Inicio is in place and will continue.

2

Finding board members

During our process we found people wanting to be part of our board. As we continue we will continue to recruit board members.

3

Restructuring the team

As some team members relocate to other countries, a core Inicio team will remain in Stockholm.

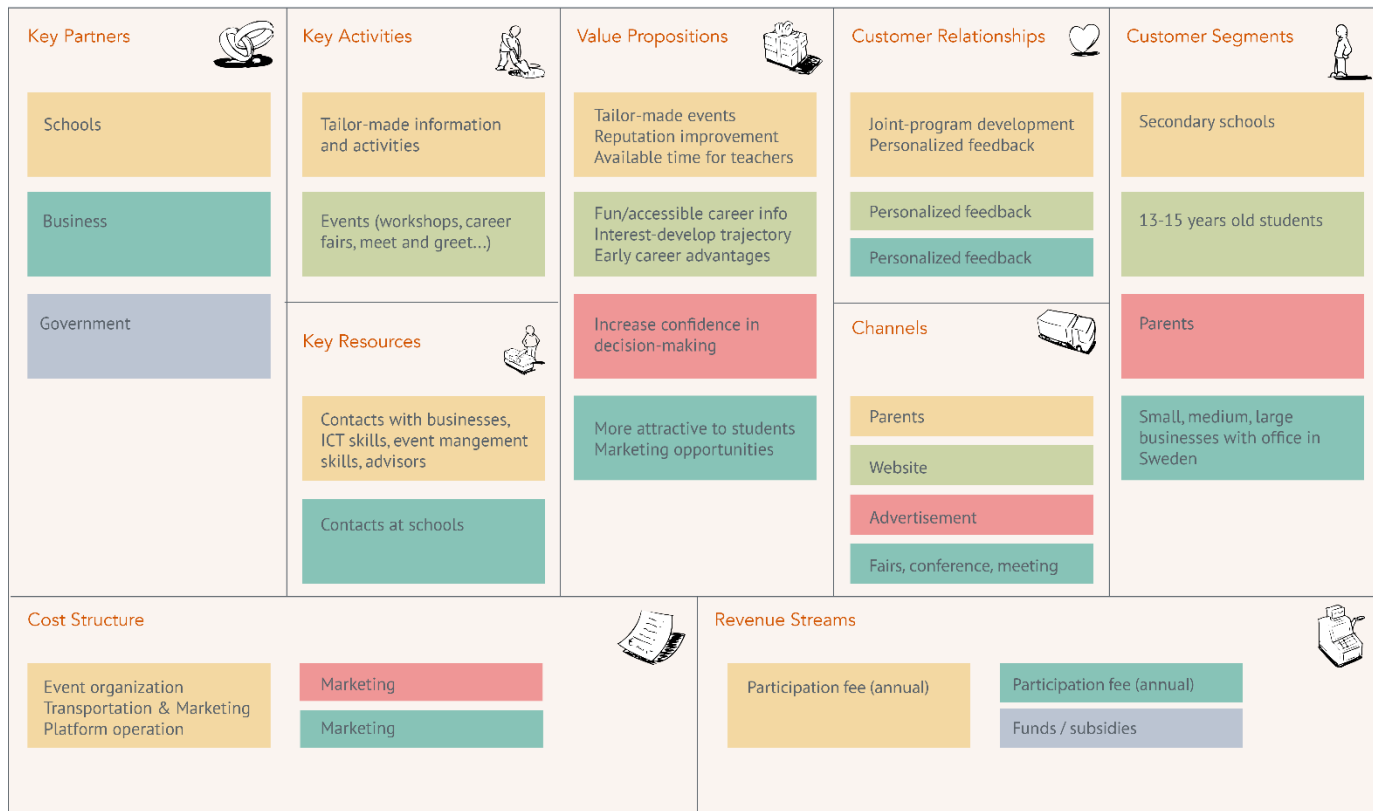
4

Finding funds

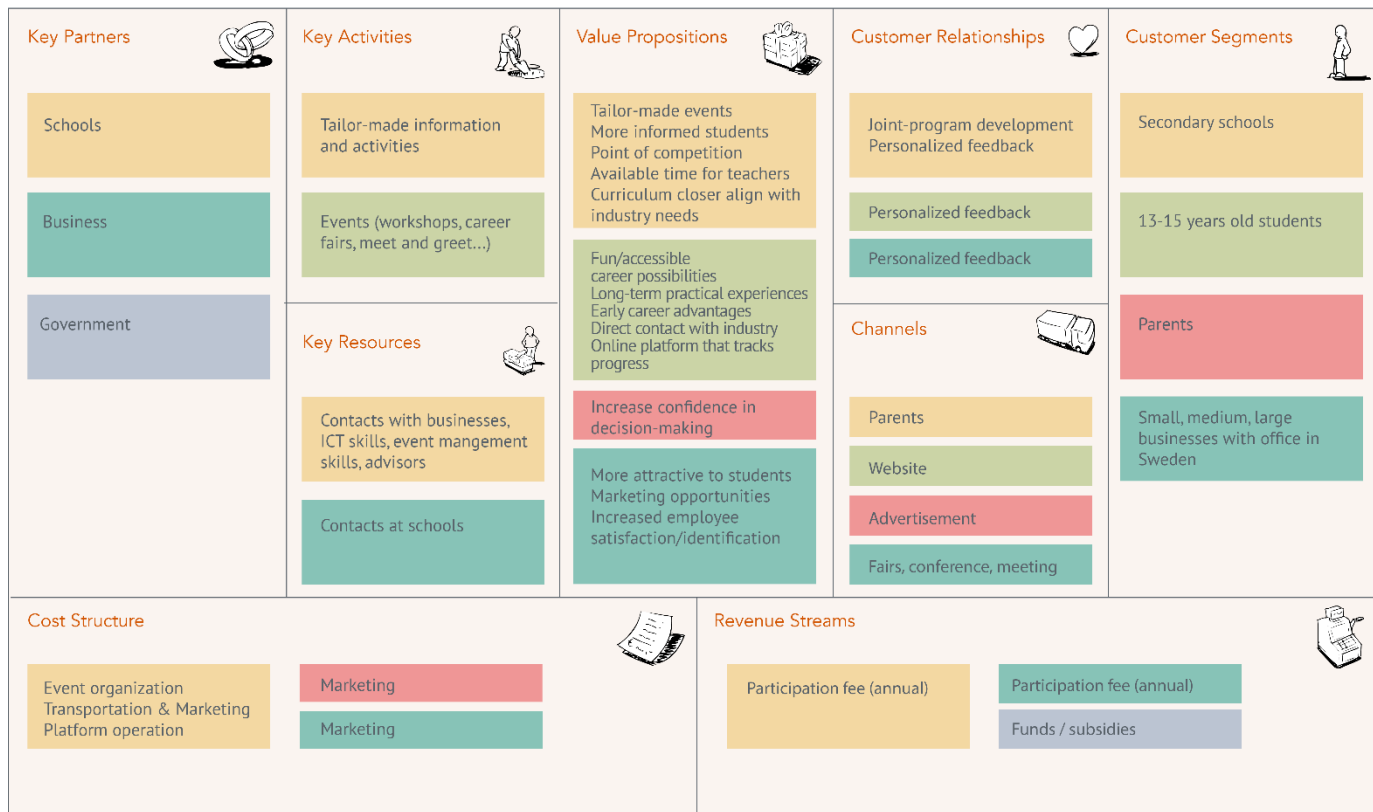
The next step is to apply for funds to sustain Inicio's operations for the first year.



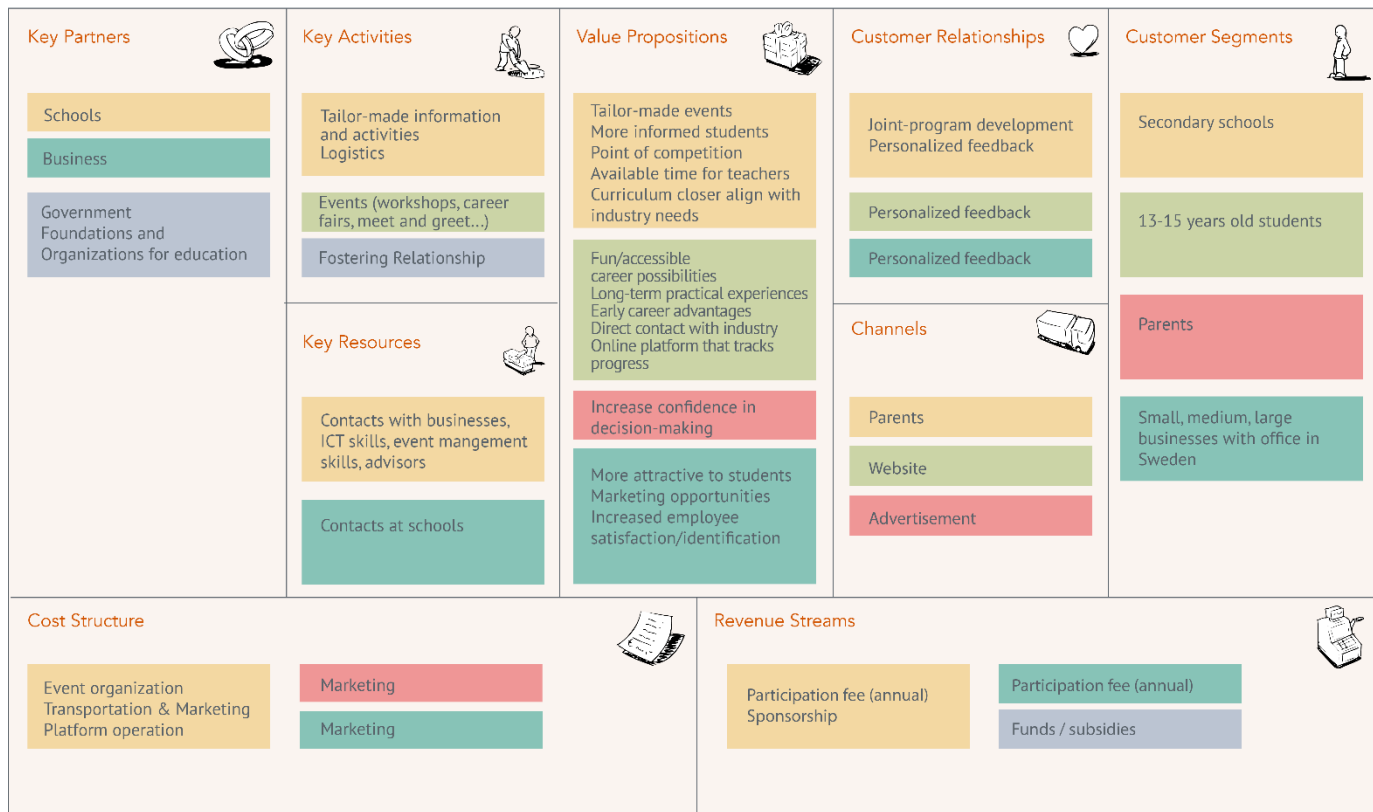
Business Canvas v.1



Business Canvas v.2



Business Canvas v.3



Remaining problems

questions yet to be answered

1

Sustainability

How to effectively manage a non-profit organization?

2

Financial matters

Where should we get the money for the operation of the project?

3

Balance

How do we design a model that provides students with the right workshops without limiting their possibilities in a cost-effective way?

4

Keep engagement

How to make sure students stay motivated to come back?





Thank
You