



# COLLIER COUNTY SCHOOL DISTRICT Entrepreneurship & Business Startup

## High School Course

A recent Gallup poll suggests that **many students in the U.S. have entrepreneurial aspirations**. 77% of students in grades 5 through 12 say they want to be their own boss, 45% say they plan to start their own business, and 42% say they will invent something that changes the world.

**We need your help!** As a community mentor or coach you can make a difference by sharing your expertise and partnering with our Entrepreneurship & Business Startup teachers to bring your real-world experiences to our students.

**For more information contact:**  
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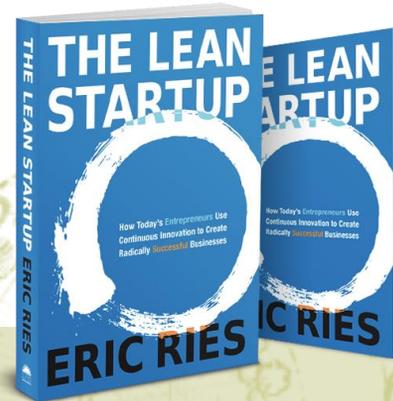
Collier County Public Schools  
5775 Osceola Trail, Naples FL 34109

A collaborative real-world  
capstone learning experience  
for high school students



## Rethinking business curriculum

- Authentic
- Relevant
- Collaborative



Our high school course is based on *The Lean Startup* methodology developed by Eric Ries

**Volunteers are needed** to co-teach and “coach” students through the following **individual modules**.

1ST SEMESTER MODULES	2ND SEMESTER MODULES
Group Ideation	Permit Process/Initiation
Value Proposition	Business Law
Market Sizing	Determining Growth Engine
Financial Modeling	Marketing Plan
Marketing/Positioning	Sales Plan and Approach
Internet Marketing	Staffing Plan/HR Processes
Web Development/Word Press	Operational Processes
	Insurance
	Financial Statement Setup
	Funding Request



## COURSE OVERVIEW

Students will create and develop their own product or service. Entrepreneurs and business experts from the community will serve as coaches and mentors guiding student teams through the process of ideation, market research, and business plan development.

Over the course of the year, student teams will learn about product development, financial modeling, marketing, accounting, human resources, as well as the legal aspects of running a business to get them geared up for Pitch Week. Pitch Week helps to further fire the entrepreneurial spirit by putting student teams in front of actual investors to pitch their innovative idea and possibly win funding to turn their business plans into reality during the summer and following school year.

### Volunteer MENTORS

are needed to work with a small team of students **throughout the course of the year** as they work from the product ideation through the final pitch process.



Startup success can be engineered by following the process, which means it can be learned, which means it can be taught.” –ERIC RIES