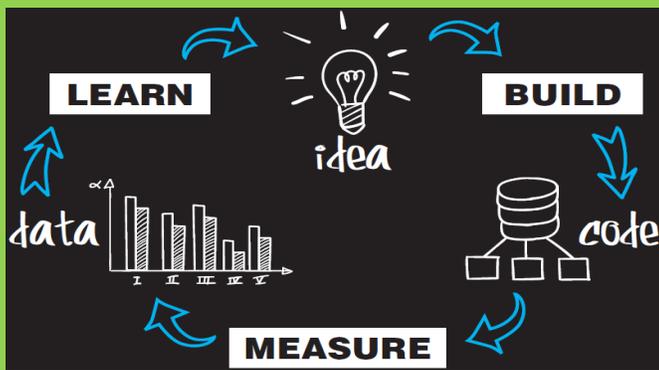


incubatoredu @ **CCPS**
 Collier County Public Schools
Newsletter: Winter 2016 Edition

Collier County Public Schools (CCPS) initially implemented its Entrepreneurship Program in 2013. After two successful years, the program underwent an enhancement in 2015.

The INCubatoredu program offers an authentic experience, where students have the opportunity to ideate, create, and test an entrepreneurial idea.

Entrepreneurs and business experts from the community volunteer as coaches and mentors, guiding student teams through the Lean Start-Up Model of developing a hypothesis, testing the hypothesis, adapting to results, and continually learning and improving. This cycle of experimentation is combined with foundational business concepts, including marketing and finance.



CCPS Students Place in Entrepreneurship Challenge

Students from Lorenzo Walker Technical High School took 1st and 3rd place at the 2016 Entrepreneurship High School Challenge presented by the Rinker School of Business at Palm

Beach Atlantic University. First place winners, Aldo Cordero, Sydney Goforth and Angie Zavala (pictured) presented



their business concept, WeTech, a mobile technology assistance service. Third place winners, Matthew Koenig, Jose Bautista and Melissa Rodriguez, presented their concept, Gamers Tank, which partners with companies like GameStop to host video game tournaments.

Help Students Actualize the American Dream!

- 💡 Teach a Lesson
- 💡 Mentor a Student Group
- 💡 Be a Champion for Your Local School



Visit entrepreneurship.collierschools.com to learn how you can get involved!



*We are learning the realities of business.
It prepares us for the real world.*

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Golden Gate High School Students Brainstorm with Season 6 MasterChef Runner-Up, Derrick Peltz

We may have the great inventor of our time on our hands, "because the ones who are crazy enough to think that they can change the world, are the ones who do."

- Steve Jobs



Derrick Peltz, Fort Myers native and Estero High School graduate was one of 39 cooks who was chosen to compete on FOX's hit show "MasterChef." Peltz, who was named runner up in the season finale, took time out of his hectic schedule to stop by the Golden Gate High School Innovation Lab to speak with entrepreneurship students. Peltz shared his story, talking about how important it is to "sell yourself" to

anyone who is willing to listen, and to make as many contacts as you can. Students were also given the opportunity to share their 30-second pitches about their ideas and receive feedback from Peltz.

Innovation Labs Make their Debut in CCPS Classrooms

Welcome to the Innovation Lab, where previous learning models are destroyed by curriculum that challenges students - igniting the competitive and creative concept of modern day business. INCubatoredu, the District's enhanced Entrepreneurship Program, offers high school students an authentic entrepreneurship experience. Upon walking into an Innovation lab, you will instantly realize that the Innovation Lab is in contrast to the traditional classroom setting. By focusing on collaboration, technology and creativity, these "pseudo-Silicon Valley" type classrooms give students the opportunity to become free thinkers, innovators, and creators.



VISIT OUR WEBSITE AT:

entrepreneurship.collierschools.com

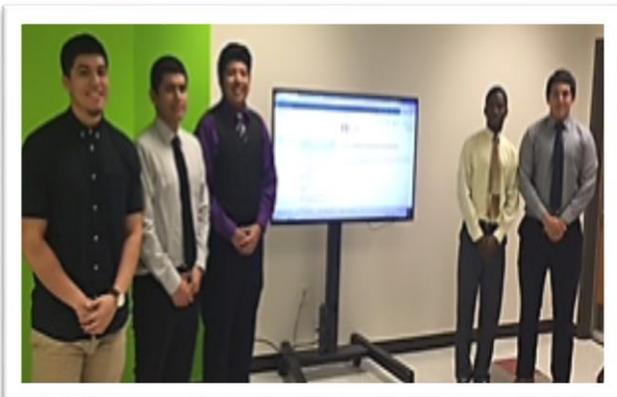
Champion, Mentor and Coach!

Stephan Muehlbauer, CEO and Co-Founder of Arma Communications and Managing Partner of Eagle Run Capital is a big supporter of the CCPS Entrepreneurship Program, in more ways than one. Not only does he coach as a subject matter expert, but he mentors four student teams and even champions for Palmetto Ridge High School and the INCubator program within the community. As an avid enthusiast of economic development and investment, Muehlbauer realizes this program is more than just a curriculum but a way to build and sustain the local economy. CCPS would like to thank Mr. Muehlbauer for his continuing support!



Lean Start-Up Model

One of the great things about this program is that students get to learn the process of a Lean Start-Up. Although not all of their ideas will be successful, all students achieve success because they have learned the practice of ideation, research, creation of a minimum viable product, validation, and the value of pivoting

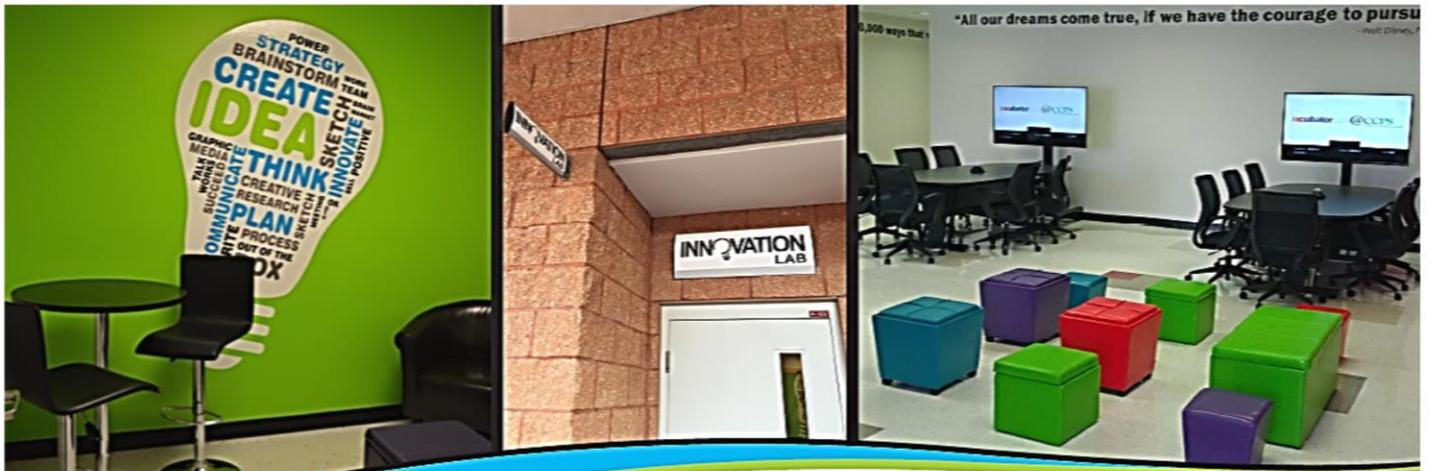


from their original idea, if necessary. A minimum viable product, or MVP, is integral to the success of a lean start up. The

MVP is a process that you repeat over and over again, identifying your riskiest assumption, finding the smallest possible experiment to test that assumption, and using the results of the experiment to either continue on with the process, or pivoting and starting over.

Lean Start-Up Model





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Students Learn from CEO and Founder of Arthrex

Students from Lorenzo Walker Technical High School had the opportunity to learn from Reinhold Schmieding, CEO and Founder of Arthrex, Inc. at the Tiburon Gulf Club in Naples in November. The event was sponsored by the Republican Women's Club of Naples Federated. The students were accompanied by their teacher, Mrs. Annie Stout. The son of a dentist, Reinhold Schmieding passed up medical school to



start Arthrex, which specializes in making products for minimally invasive arthroscopic surgeries. He bought a \$50 drafting table and began sketching his ideas for tools at night.



Today, his Naples - based company has developed 8,500 products used in shoulder, knee and other joint operations, including devices like sutures to reattach injured Achilles tendons and specialized knives used to shave off human bone. His company was named one

of Fortune's 100 Best Companies to Work For in 2015. This opportunity was provided through a generous gift from Pamela Collins who serves as an advisory board member for the Entrepreneurship Program at Lorenzo Walker Technical College.



County Commissioner, Donna Fiala visits Lely High

Donna Fiala, Collier County District 1 Commissioner knows about government which is why she was the perfect person to talk to Lely High School students about business regulations. She spoke about area trends, new construction, the growth in Collier County and zoning. Comm. Fiala listened to student elevator speeches and gave helpful feedback. Comm. Fiala will be speaking at the National Pickle Ball Championship in Naples in April and has invited the students to attend to promote the program.