



FIVE DAY IMMERSION TRAINING

CERTIFIED ENTREPRENEURSHIP COACHING

Startup Generation LLC provides an immersive, five-day training experience for entrepreneurship facilitators. Successful completion of the experience certifies facilitators to join the Startup Generation Community of Practice and use its curriculum and resources with students and adults.

For students in middle school and high school, **Startup Generation Academy** (Incubator) is a two-year learning sequence that may be compressed into shorter experiences including a one-year course, stand-alone workshops and week-long summer programs. For adults, **Startup Generation Workplace** (accelerator) is a six-week immersion program that prepares individuals and teams looking at career change to launch new businesses.

LEADING THE WAY

Jim Gerry and **Carl Heine** are the facilitators for the immersion. Both are responsible for developing the highly successful TALENT entrepreneurship program at the Illinois Mathematics and Science Academy, described in their chapter about entrepreneurship programs: [Technology Education for High-Ability Students](#). Bios may be found here.

OVERVIEW OF THE FIVE DAYS

The five day immersion involves participants working on teams in all phases of startup creation from finding ideas to pitching a business to investors. All the essential deliverables of a one-year Academy course are covered, which is also sufficient for Workplace adults to create and launch a new business.

The main features of the experience are designed around real-world deliverables, preparing participants to succeed as entrepreneurs. Activities are hands-on and constructive, informed by best practices used by seasoned entrepreneurs. Each day is six hours, including lunch.

Day One Deliverables

Individuals discover their personal startup DNA, a foundation for working productively as a team, and networking to form essential partnerships. Teams use ideation and research techniques to find new products and services that consumers need and want. Business modeling is introduced as teams start to enter data on their Business Model Canvas (BMC).

Day Two Deliverables

Teams conduct research to validate their market potential, working through iterative cycles of the Lean Startup method (build - measure - learn). Minimum Viable Products (MVP) emerge, improve and even pivot through these cycles.

Day Three Deliverables

Teams continue to test and refine elements of their BMC: value propositions, customer segments, key activities and assets, marketing channels, customer relationships, partnerships, costs and revenue streams. Initial marketing strategies emerge as does the skeleton of an investor pitch.

Day Four Deliverables

Teams calculate the value of their startup: consumer acquisition costs, potential lifetime value, leading up to an actual investor pitch, pitch deck and subsequent negotiation--for feedback rather than actual investment.

Day Five Deliverables

How to implement the Startup Generation curriculum as a whole is examined in detail (as well as on each of the four preceding days):

- *Instructional Strategies*: Scope and Sequence of entrepreneurial thinking achieved through learner-centered, project-oriented, inquiry-based learning and deliverables
- *Measuring Deliverables*: Integration with NextReady assessment platform to measure competencies and progress
- *Dealing With The Unforeseen*: Facilitator troubleshooting: (e.g., how to solve problems with business solutions)
- *You Can't Do It Alone*: Leveraging business networks to facilitate learning
- *Commitment*: Belonging to a Community of Practice (resources to make this possible)

MORE INFORMATION

For a more detailed, day-by-day account of the immersion workshop, [click here](#).

Questions? Contact Startup Generation:

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