

LAUNCH ACADEMY

The Youth Entrepreneurship Society (YES!) is an organization that educates and cultivates talented young people to become innovative problem solvers and entrepreneurs. Our mission is to provide youth in the national capital region with the highest caliber of experiential development to become a successful entrepreneur.

Are you a student with big dreams to launch your own venture?

Our experiential learning program is specially designed to let you learn at your own pace with our guidance to help you build your own venture along your learning journey. Learn and build your first venture at the same time with our help!

Are you ready to join a program that will help you start your own business?

Our mission is to help students interested in entrepreneurship gain the skills and experiences they need to ensure their success as entrepreneurs. Join our program and be one of our initial 20 students to learn with us to build your first business!

When is the deadline to apply?

Pilot cohort applications are being accepted until March 16, 2016.

What will you get from our program?

A lot! You will gain skills that are easily transferable to any career including Public Speaking, Pitching, Team Management, Marketing, Product Development, Business Development, and much more. YES! aims to help students achieve their entrepreneurial goals while cultivating confidence, empathy, and creative problem solving.

To apply and get more information, email: gbui@goyes.co

LAUNCH ACADEMY PROGRAM OVERVIEW

Duration: approximately March 21, 2016 – June 13, 2016

Participants: Limited to 20 Students

Fee: \$2,250.00 (*waived for pilot cohort*)

Experiential learning is broadly defined as any learning that purposefully supports applying knowledge and conceptual understandings to real world situations facilitated by instructors. Learning through action and application gives students impactful experiences allowing a deeper comprehension of problem solving. **YES! works with students in grades 9-12+ to develop their entrepreneurial talents empowering them to create impact as budding changemakers.**

Our Launch Academy program utilizes an experiential learning curriculum built on the Opportunity Education Foundation's, Next Generation Learning Platform. Next Generation Learning framework is based on insights from learning current science and was developed in collaboration with subject experts and universities such as Carnegie Mellon University. **The Launch Academy is uniquely curated to teach students the skills needed to become successful entrepreneurs while simultaneously allowing them to build their own ventures!**

By participating in Launch Academy, **students walk away with a mastery of critical problem solving skills and behaviors needed for entrepreneurial professional development such as empathy, confidence, and design thinking.** We incorporate weekly challenges and prizes for cohorts to reward ambition and excellence. Self-guided activities are accessed via android tablets with access to an experienced instructor, Shahab Kaviani, who is hands-on throughout the duration of the program. Additionally, YES! organizes visits and hands on learning tours with local innovation and maker spaces such as KID Museum, to inspire creativity with current innovative solutions being implemented.

Students are expected to spend between 3-5 hours/week over 12 weeks. The course guides students through the learning process with instructor facilitation engaging students approximately 10 times in-person on various weekends for instruction and activities. In person cohort activities include visiting Pepco's Sustainability Watershed where students get an interactive experience with technical solutions in energy and KID Museum where students participate in Woodworking or Robotics oriented prototyping challenges to practice problem solving and product development. **Additionally, the Launch Academy incorporates weekly**

virtual facilitation via Google Hangouts to enable peer learning, reflection, and proper comprehension of exercises in an exciting, fun, and collaborative way.

Through this joint educational effort with Opportunity Education Foundation, our curriculum is accessible through the Quest! App on the Google Play store. With the Quest! App, students can access our content, resources, and exercises. **Quests enable personalized, discovery-based learning for students, focused on building relevant knowledge and skills for success in life and work.** Students are equipped to learn at their own pace and depth of inquiry while following along our guided curriculum. A sample of our curriculum can be found in Addendum 1. The Quest! platform allows for peer learning and a mentor-focused approach to teaching. With mentor support and guidance, students choose their own learning pathway, and proceed at a pace that is appropriate for them. Launch Academy quests break down different modules and lessons for students to have a deeper learning experience than traditional education. Our quests are very comprehensive and can be found in Addendum 2 in the attached. For students without Android tablets, we offer a lending program with a deposit of \$50.00.

Parents are also welcome to attend any in-person workshops or virtual sessions and are encouraged to aid in student learning. At the conclusion of our learning program, parents are asked to attend the honoring of their student at the YES! graduation reception where students receive a certification of completion. **For students who excel in Launch Academy, YES! offers continued support through our higher level programs to aid in their journey of launching a social venture at various stages including Peer Advisory Boards, Adopt-a-Founder™, and Micro-Lending to ensure their success!** Learn more about these programs, and about our team in the attached documents.

To enroll in our program, please email Girolama Bui, Co-Founder and Director of YES!: gbui@goyes.co . For students selected to participate in our cohorts, an agreement must be signed by both students and parents by 12 p.m. on March 16, 2016.

Addendum I. Curriculum Overview

Launch Academy is comprised of approximately 100 Activities.

Activities include:

- Google Hangouts facilitated by your mentor where you'll be joined by your peer group of 4-5 people. Approximately 25 online sessions
- In person meetings, and workshops. Approximately 10 sessions. These sessions will be held in evenings and/or weekends. Exact times will be established democratically.

Topics covered:

Shaping your (business) Idea

- What will your business be, what problem will it solve and what's your unique solution? Starting a business is a tall order and confusing process. How will you generate ideas, solve problems, and determine your business's unique solution?

Understanding your market

- Now that you've settled on a business idea, you're almost ready to start fine tuning your product/service. But first, we need to understand our market

Assessing competitive landscape

- You can't win them all, but you can win the battles you choose wisely. How can you determine if the market you're going after is one you've got a fair shot at competing in?

Exploring Business Models

- Once you've defined your product and qualified that there's a market for your product or service, you're ready to start building your business model. Your business model basically describes how you make money. You'll eventually design a complete business model, but first lets look at a variety of business models that have been proven so you can begin contemplating which business model is right for you.

Creating your value proposition

- Why should your customer buy your product? What unique benefit will your customer gain? In order for a transaction (sale) to occur you must convey what value you create for your customer in order for them to pay you for your product or service. What will your value proposition be for your customers?

Designing your revenue model

- Revenue is the lifeblood of every business. There are many options when it comes to monetizing the value you deliver to your customers. In this Quest you'll learn about different revenue models that exist. Then you'll develop a revenue model, which specifies what revenue streams are most likely to succeed for your business.

Testing product/service viability

- As entrepreneurs we can't wait to rollup our sleeves to start building and creating new products and services. Your time is too valuable to waste it on the wrong idea. Before you invest your precious time and resources into a product or service, you must first find out if there's actually a market/potential customers to build your business around. Otherwise your business is likely to Crash. In this Quest we'll work towards conducting a crash test, to ensure your business won't crash after launch. We'll learn why it's so important to validate your market, how to validate your market, and actually validate the market for your business.

Validating your business

- Getting too far in building out your product/service presents some big risks, including building a product your market doesn't want. How can you go beyond validating the problem you're solving and know if your product/solution hits the mark with your prospective customers?

Marketing – reaching your customers

- In a world where customers are bombarded by advertising how will you create awareness about your business? In this journey you'll practice reaching your market and turning them into customers.

Sales

- How will you sell your product? In this Journey we'll develop a strategy to sell your product or service to those who've responded favorably to your marketing campaign.

Orchestrating a harmonious business

- Discovering your purpose and aligning it with your business.
- Expert speaker: Cosmina Popa, Conscious Venture Lab

Mission and Vision

- Defining your mission, establishing your true north, and articulating your vision.

- Expert speaker: Jeff Prost-Green, CEO UpTop Acres

Entrepreneurial Strengths

- As a certified Entrepreneurial Strengths Coach, your mentor will help you maximize for your entrepreneurial strengths, discovered through your EP10 Assessment, developed by Gallup.

Team Building

- We'll be taking a trip to KID Museum, and go through customized activities designed to help gain practice in prototyping and team building. KID Museum is a new kind of museum youth in the Washington, D.C. area. KID Museum offers unique, interactive experiences that integrate hands-on science, technology, engineering, art and math learning with an exploration of world cultures and global citizenship.

Focus

- Expert speaker – Simon Rakoff Ph.D.
- The success of leaders in all types of organizations is ultimately based on their ability to clearly articulate a vision and inspire/influence people in the organization to make that vision come to fruition, through their actions, their commitment, and their dedication. Leadership is essentially about clarity and influence. FocusLab training makes good leaders great by developing their skills and abilities in three specific areas. These are:
 - Focus - The ability to focus, and sustain the focus of attention
 - Awareness - Establishing and maintaining genuine connections with others
 - Calmness Of Mind - Defining your mission, establishing your true north, and articulating your vision.

Graduation

- On graduation day, we'll begin by taking a tour through the Pepco Watershed for inspiration on clean energy technology

Exhibition

- Following the tour, all students will present their work and conduct a Shark Tank style pitch in the company of their graduating cohort. Friends and Parents are encouraged to attend.

Addendum II. The Team



A recognized leader of startup communities globally, **Shahab Kaviani** brings over a decade of first-hand entrepreneurial expertise and leadership experience to YES! as co-founder and Head of Learning and Development. He is currently Entrepreneur-in-Residence with Startup Maryland and a Mentor at The Founder Institute. Most recently, Shahab served as co-founder and CEO of Rockville, MD, based CoFoundersLab (acquired by NYC based Onevest in 2014).

CoFoundersLab is the largest online community of entrepreneurs in the world, with over 75,000 members, and operates in more than 35 cities around the world. Previously, Shahab co-founded and served on the executive management team of another Maryland company, HyperOffice. He helped grow it into a cloud-collaboration software leader with more than a half-million customers globally. Additionally, Shahab has vast experience mentoring and advising startups with certifications from MIT's Venture Mentoring Network and Gallup's Entrepreneurial Strength Coaching programs. He has also taught International Entrepreneurship and Managing Innovation as an Adjunct Professor at the University of Maryland, College Park.



Serving as co-founder and Director, **Girolama Bui** is a changemaker who is passionate about social entrepreneurship, creating impact, and design thinking. Prior to joining Yes! he worked with Startup Maryland, coordinating marketing and business development efforts engaging startups in local communities across the state. In addition, he worked on the Entrepreneurship and Innovation Team at the United Nations Foundation, where he aided in fundraising efforts and projects such as the MY World survey and the Global Accelerator conference, which was hosted at the UN headquarters in NYC. Girolama worked with the Health and Technology Team at Ashoka: Innovators for the Public to launch the Nutrients for All campaign. This was part of an overall effort to highlight entrepreneurial innovations around nutrition and health. Ashoka is the largest network of social entrepreneurs worldwide, with nearly 3,000 fellows in 70 countries, who are putting their system changing ideas into practice on a global scale. As a Social Entrepreneurship Fellow at the Algernon Sydney Sullivan Foundation, Girolama aided in the creation and development of the CEPIA Community Center in Huacas, Costa Rica. He is a graduate of the College of William & Mary, where he earned a degree in both Public Health and Biology, with a research concentration in Microbiology.

ADVISORY BOARD MEMBERS



Zain Yaqub is an Advisory Board Member and Apprentice to YES! Zain is a student at Whitman High School in Montgomery County, MD. He is also the CEO and founder of the [Bethesda Entrepreneurship Academy](#). His company teaches teenagers how to create, develop, market, and sustain a business, through workshops that connect students with successful, experienced entrepreneurs. Zain created the company as a high school freshman, in response to the fact that his school and other area schools did not offer entrepreneurship classes.



Ryan T. Perpall serves as an Advisory Board Member and Apprentice to YES! Ryan is currently a student at Towson University in Maryland. He is pursuing a degree in Mass Communications, with a Minor in Entrepreneurship. Before studying at Towson, Ryan attended DeMatha Catholic High School in Hyattsville, MD. At DeMatha, Ryan started and ran a very successful entrepreneurship club called StartUp-DM. The club focused on learning about social and business entrepreneurship, and on how young people can apply an entrepreneurial mindset in working towards any desired career path.

Addendum III. How Else Do We Plan to Support Budding Entrepreneurs?



Our programs are designed to provide experiential development to collaborate with schools and educators at various levels to activate and empower as many passionate entrepreneurial youths in the region as possible.

1. ENTREPRENEURSHIP CLUB IN A BOX

Schools are our most important partners in educating and discovering youths who are passionate about becoming entrepreneurs. YES! collaborates with schools to create chapters and provide support for the growth and success of our student members. We do this through leveraging our experience launching and operating high school Entrepreneurship Clubs. YES! is able to provide documentation and best practices to launch an enduring club that draws out young entrepreneurs and engages them in after-school club activities.

2. LAUNCH ACADEMY

By collaborating with youths in local school systems, we are able to cultivate talented youth early on and offer a unique and tailored experiential learning curriculum that incorporates in-person and online education. Our curriculum requires students to invest about 50 hours spanning 12 weeks as students develop fundamental entrepreneurship skills in preparation of launching their first business.

3. PEER ADVISORY BOARDS

Through facilitated board cohorts, YES! offers hands on development and in-depth advising for society members who start ventures to learn from other youths who are able to relate with similar challenges.

4. ADOPT-A-FOUNDER™

Adopt a Founder™ is a unique mentorship matching program that YES! believes is necessary for budding entrepreneurs. We have a network of experienced entrepreneurs, who are carefully matched up and committed to volunteering their time to nurture YES! founders.

5. MICRO-LENDING

For those extremely driven and talented society members that show the most promise in launching, their ventures qualify for our selective Micro-Lending program. Our loans range from \$100 - \$1,000 depending on project viability as well as society member engagements in other programming.

