



\$50 StartUp A Global CTE Course

Curriculum Map: \$50 Startup Course

Lab 1: Unearthing Opportunities - What's the Problem?

1. Lesson 1: Exploring Entrepreneurship

- Objectives: Understand the entrepreneurial mindset and problem identification.
- Activities: Icebreaker, video from Sylvester Chisom, group discussion.

2. Lesson 2: Problem Identification

- Objectives: Identify real-world problems and develop problem-solving skills.
- Activities: Brainstorming, role-playing, interactive discussions.

3. Lesson 3: Building Your Personal Brand

- Objectives: Create a personal brand statement and understand branding.
 - Activities: Personal brand activity, workshops, presentations.
-

Lab 2: Finding Solutions - What's the Solution?

1. Lesson 1: Exploring Solutions

- Objectives: Understand solution development and product-market fit.
- Activities: Icebreaker, video from Daniel Ek, group discussions.

2. Lesson 2: Is Your Solution Better, Faster, or Cheaper?

- Objectives: Assess and improve business ideas.
- Activities: Group brainstorming, presentations, feedback sessions.

3. Lesson 3: Solution Implementation

- Objectives: Develop and refine business solutions.
 - Activities: MVP development, role-playing customer feedback, iterations.
-

Lab 3: The Customer Connection

1. Lesson 1: Finding Product-Market Fit

- Objectives: Understand product-market fit and MVP.
- Activities: Icebreaker, video from Sylvester Chisom, group discussions, MVP development.

2. Lesson 2: Creating a Customer Avatar

- Objectives: Develop detailed customer avatars.
- Activities: Icebreaker, worksheet completion, group discussions, role-playing.

3. Lesson 3: Getting Your First 10 Customers

- Objectives: Learn strategies to acquire initial customers.
 - Activities: Icebreaker, video from Gary Vee, strategy development, worksheet completion.
-

Lab 4: The Keys to Networking Success

1. Lesson 1: Master the Art of Networking

- Objectives: Understand networking strategies.
- Activities: Icebreaker, video from Dale Carnegie, role-playing, discussion.

2. Lesson 2: Networking in Practice

- Objectives: Apply networking strategies.
- Activities: Icebreaker, case studies, group discussions, networking bingo.

3. Lesson 3: Circle of Resources

- Objectives: Identify and leverage resources.



\$50 StartUp

A Global CTE Course

- Activities: Icebreaker, circle of resources activity, group discussions, presentations.
-

Lab 5: Crafting the Perfect Pitch

1. Lesson 1: Understanding and Crafting an Elevator Pitch

- Objectives: Learn the essentials of elevator pitches.
- Activities: Icebreaker, video from Williams and Blackwood, elevator pitch practice.

2. Lesson 2: Developing a Professional Pitch Deck

- Objectives: Create a compelling pitch deck.
- Activities: Icebreaker, pitch deck examples, group work, feedback sessions.

3. Lesson 3: Pitch Day Preparation

- Objectives: Prepare for pitch day.
 - Activities: Icebreaker, pitch day setup, judge rubric review, practice pitches.
-

Lab 6: Let's Make Money

1. Lesson 1: Understanding Business Finances

- Objectives: Learn financial management.
- Activities: Icebreaker, financial statements overview, group exercises.

2. Lesson 2: Modern Revenue Strategies

- Objectives: Explore revenue strategies.
- Activities: Icebreaker, revenue strategies discussion, Kiva activity.

3. Lesson 3: Integrating Philanthropy

- Objectives: Incorporate philanthropy into business.
 - Activities: Icebreaker, video on young philanthropist, worksheet completion, group discussions.
-

Lab 7: E-Commerce Excellence

1. Lesson 1: Building a Professional Website

- Objectives: Create a professional website.
- Activities: Icebreaker, website building tutorial, group work on websites.

2. Lesson 2: Creating an Engaging Online Store

- Objectives: Develop an online store.
- Activities: Icebreaker, online store strategies, group work on stores.

3. Lesson 3: Enhancing Online Presence

- Objectives: Improve online visibility.
 - Activities: Icebreaker, SEO and marketing strategies, group work on visibility.
-



\$50 StartUp

A Global CTE Course

Lab 8: Selling Day Prep and Marketing

1. Lesson 1: Selling Day Simulation

- Objectives: Simulate selling day.
- Activities: Icebreaker, video from Sylvester Chisom, role-playing, discussion.

2. Lesson 2: Creating Marketing Materials

- Objectives: Develop marketing materials.
- Activities: Icebreaker, social media plan, marketing materials creation.

3. Lesson 3: Writing a Press Release

- Objectives: Write a press release.
- Activities: Icebreaker, video on press release writing, worksheet completion, group work.