

Start Your Own Business – High School

Format: YouTube videos from CrashCourse, live check-in meetings (please fill in this form and check-ins will start when we have at least 5 interested students), and a workbook

Overview: Students will be expected to come up with a business idea, write up a proper vision, mission statement and keep "records" on expenses and income. They will learn about what the economy has to do with their own business.

Week 1: What is an Entrepreneur?

Week 2- Develop a Business Idea

Week 3- Value Proposition and Customer Segments

Week 4- Competition

Week 5- Legal Basics

Week 6- Minimum Viable Product and Pivoting

Week 7- Testing your Product and Getting Feedback

Week 8- The Core of a Business - Key Activities & Resources

Week 9 - How to Seek Help and Find Key Partners

Week 10 - How to Build Customer Relationships

Week 11 - How to Communicate with Customers

Week 12 – How to Sell Anything

Week 13 – Revenue Streams

Week 14 – Expenses and Costs

Week 15 - Understanding Financial Statements and Accounting

Week 16 – Financing

Week 17 – Is Growth Right for You?