

## **Entrepreneurship Bootcamp Instructor Instructions**

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This document acts as a guide to instructors who wish to teach the Entrepreneurship Bootcamp. The bootcamp teaches Middle- and High-schoolers entrepreneurship.

### **Overall Course Framework:**

Session 1 - What is creativity? What is my passion?

Session 2 - Behavior traits for a successful entrepreneur.

Session 3 - Turning your passion into a business opportunity.

Session 4 - Steps needed for your startup ... 1,2,3 GO.

Session 5 - Financials of the business opportunity.

Session 6 - Presentation skills, successful pitches, what ideas got funded.

Session 7 - Filing your patent, patent gotchas, successes and failures.

Session 8 - Pitch your business plan to VCs (top 12 teams).

### **Session 1:**

**Topic:** What is creativity? What is my passion?

#### **Instruction:**

- Accomplish setting objectives for and expectations from students and parents.
  - o Set rules of operation, especially on attendance and criteria for success.
- Walk through course structure for the 2 semesters, and how will judging be accomplished for the semesters.
  - o Walk through what to expect in each week of first semester.
  - o Establish the objectives for Tech Day and how top 3 will be chosen.
- Get students involved from day 1 – all learning topics could be originated as questions being answered by students or ideas being introduced by students.
- Setup a regimen of working in teams.
  - o A mock in-class exercise that gets the rhythm going on team formation, team collaboration, and expectations of class work.

### **Session 2:**

**Topic:** Behavior traits for a successful entrepreneur.

#### **Instruction:**

- Summarize first class.
- My favorite class of the entire semester!
- Students get very engaged when asked about their hero(s) – “who inspires you?”
- Get students into a regimen of looking at slideware and introducing the respective topic, with further discussion from students on topic.
  - o You will get complete coverage on the topic via this method.
- Class exercise to get a rhythm going on students coming up to stage and presenting their homework on stage.

- Build on first weeks 'setting objectives and expectations'.

### **Session 3:**

**Topic:** Turning your passion into a business opportunity.

**Instruction:**

- This is the week when the startup starts to emerge.
- Goal is to introduce the business plan and get students going on familiarizing with components of a business plan.
- Building a founding team, and team-think is important.
- Watch out for dysfunctional teams – quickly help with getting teams setup.
  - o Pay attention to team dynamics of each team. If you identify any issues then try a fix (with parents included). Here are some example issues:
    - Team composition is too small - since there is a lot of work to do, it is best to have a team size of 4 to 6.
    - Team has members whose ages are very different – frustration builds when all are not carrying their load, and with a team with a young person teamed with older students this can be exemplified.
    - Team has only family members (brothers, sisters) – this is a flag as students do not really learn team dynamics in such a setup.
    - Team has 'one' overpowering leader – watch out for a member of the team wanting to run everything their way (other students in the team miss out on learning and developing confidence).

### **Session 4:**

**Topic:** Steps needed for your startup ... 1,2,3 GO.

**Instruction:**

- Builds on momentum of Week 3 to reinforce Business Plan learning
- Introduces Venture Capital, Corporate Structure, etc.
- Students get excited on learning about 'exit' (IPO or selling the company). Concept of 'Paper Money' is an exciting one as well.
- Gets students going on team work and collaboration
- Facilitates converting team to a real startup structure – with CEO, CTO, Head of Technology and such.

### **Session 5:**

**Topic:** Financials of the business opportunity.

**Instruction:**

- This is an important class as pretty much all of the learnings here would be new to students – Financials
- Recommended teaching style is to correlate daily activities of kids to financials to facilitate better understanding.
  - o One good way is to look at the Apps economy as most would relate to it.

- Costs of doing business is a gotcha with most students as they (naturally) gravitate to revenue. Making sure they understand this and how it is reflected in the Business Plan is important.

**Session 6:**

**Topic:** Presentation skills, successful pitches, what ideas got funded.

**Instruction:**

- This class is about Marketing, with a focus on how to build presentation skills for the Business Plan competition (Week 8+).
- Introduce the concept of how to tailor your speaking to the intended audience.
- This class could be beefed up to cover a larger topic (of Marketing, in general).

**Session 7:**

**Topic:** Filing your patent, patent gotchas, successes and failures.

**Instruction:**

- Intellectual Property – this is an intense class due to the numerous new concepts students learn.
- Students learn about Patents, Trademarks, Copyrights.

**Session 8 (or 9):**

**Topic:** Pitch your business plan to VCs (only 12 spots will be available).

**Instruction:**

- Students may need a week in between to do mock runs of their plans for instructor(s) to provide feedback
  - o Establish judging criteria in mock runs.
  - o Provide each team feedback on how to 'complete' their respective plans.
- Business Plan competition: invite VCs, successful entrepreneurs to competition.
  - o Provide judging criteria matrix to judges to help evaluate
  - o Top 3 announced and rewarded, including Certificates