

# incubatoredu<sup>TM</sup>

## Union County High School



Dr. Jill Olson  
jolson@ucschools.org  
706-745-2216 ext. 1115



# Union County High School

## Blairsville, Georgia



- Location: Georgia/North Carolina Border
- County Population: 23,556 full-time residents
  - Approximately 50% home owners are over 60 years old
- Lake & Second Home Community
- Primary Industries
- Local Post Secondary Opportunities

# Union County High School



- Charter School System
- High School Population: 826
- Graduation Rate: 99%
- Post-Secondary After Graduation: 67%
- Data Driven Decisions & Fiscal Responsibility
- Business Partnerships



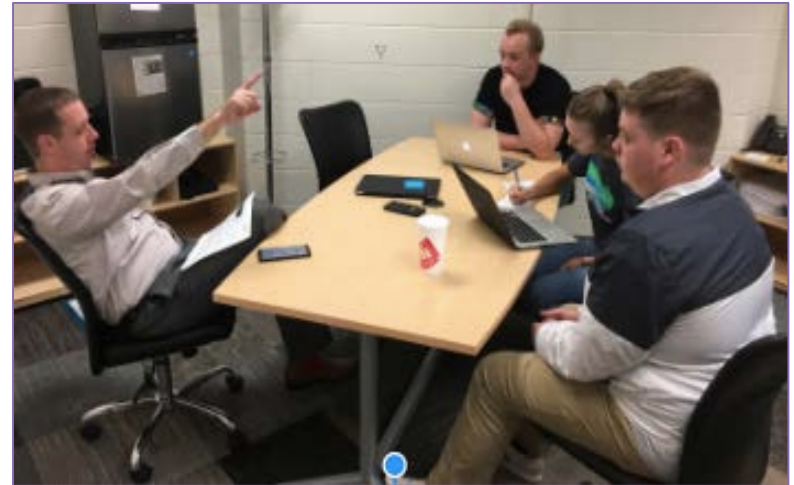




# Union County High School

## Key Programs & Elements of Success:

- Block Scheduling
- Support Skinnies
- Data Driven Decisions
- Dual Enrollment
- Post Secondary Partnerships
- CTAE Pathway Variety
- Extracurricular Activities
- Leadership Programs





# Union County High School

## Key Programs & Elements of Success:

- STEM
- Fine Arts Programs
- AP Opportunities
- Business Partnerships
- Work-based Learning
- Community Outreach
- INCubatoredu



# Why Entrepreneurship?

- Community Demand
- Skill Development
  - Creative and original thinking
  - Solve complex problems
  - Resiliency in the face of failure
  - Collaborate with others
  - Thrive in uncertainty
  - Accountability to others
  - Adapt to change





# How is **incubator**edu™ different?

## Entrepreneurship Based on Scientific & Demonstrated Learning

- Begins with ideation
- Created through teamwork
- Derived from a hypothesis
- Defended through:
  - Tests and Adaptations
  - Explanation
  - Interpretation
  - Application
- Grounded in the LEAN model
- Formed into Minimum Viable Product
- Pitched to investors



# How is **incubator**edu™ different?

## Students Learn from a Team of Experts



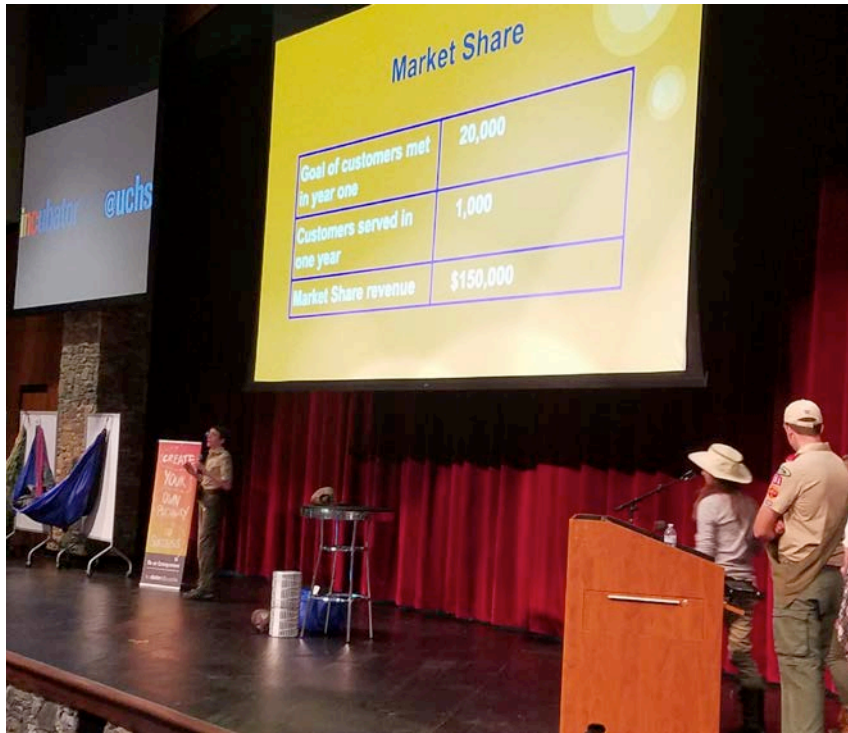
- Volunteer Coaches
- Mentors
- Classroom Teacher
- Community Networking
- Field Trips





# How is **incubator**edu™ supported?

## Community Support



## Financial Support

- Scholarships
- Investors
- MVP Development
- Product Support

# incubatoredu™

Unit 1	Ideation	Unit Overview	Days
	1.1	Introduction	3
	1.2	Business Model Canvas	3
	1.3	Team Formation	2
	1.4	Group Ideation	5
	1.5	BMC Refinement	3
	1.6	Competitive Analysis	4
	1.7	Value Proposition	5
Unit 2	Customer Discovery	Unit Overview	Days
	2.1	Customer Segmentation	3
	2.2	External Advise_Mentor Match	2
	2.3	Problem Interview	5
	2.4	Solution Interview	9
Unit 3	Customer Connections	Unit Overview	Days
	3.1	Positioning	3
	3.2	Channels	2
	3.3	Customer Relationships	3
	3.4	Marketing for Startups	5



# incubatoredu™

Unit 4	Dollars and Cents Fundamentals	Unit Overview	Days
	4.1	Pricing	2
	4.2	Mechanics of Excell Spreadsheet	1
	4.3	Market Sizing	4
	4.4	Estimating Costs	3
	4.5	Introduction to Financial Statements	2
	4.6	Finacial Modeling	6
Unit 5	Building Your Minimal Viable Product	Unit Overview	Days
	5.1	MVP Design	8
	5.2	Website Creation	3
	5.3	MVP Funding	4
	5.4	Prep for Pitch	6
	5.5	MVP Pitch	1
Unit 6	Validation/Experimentation	Unit Overview	Days
	6.1	Implementation Planning	2
	6.2	MVP Experimentation	13
	6.3	Legal	4



Unit 7	Promotion	Unit Overview	Days
	7.1	Story Telling	3
	7.2	Marketing Planning	4
	7.3	Sales Planning	4
Unit 8	Pitch Your Story	Unit Overview	Days
	8.1	Finances	5
	8.2	Funding Requests	5
	8.3	Preping for Pitch Week	5
	8.4	Pitch	3



## A Walk through the BMC – IF | THEN

- Identify Problems
- Determine the Best Solution
- Is Your Solution Unique?
- Do Others Share Your Problem?
- Do They Like Your Solution?
- How Will People Learn About Your Idea (Product)
- How Will You Get Your Product to Others?
- What is the Cost to Develop & Produce?
- What are the Revenue Streams





## Entrepreneurship At Every Level

Why Entrepreneurship

Programs

Our Community

INCubatoredu (High School)

ACCELeratoredu (High School)

mxINCedu (Middle)

freshINCedu (Elementary)

# incubatoredu™

A young man with dark hair, wearing a black sweatshirt with the 'SnapClips' logo, is standing and presenting. He is holding a red SnapClip in his right hand and gesturing with his left. Behind him is a table displaying several SnapClips, including a black one and a red one, along with their packaging. The background is dark and out of focus.

**AUTHENTIC ENTREPRENEURSHIP  
PROGRAMS FOR YOUR SCHOOL**

**LEARN MORE TODAY**

<https://www.youtube.com/watch?v=IJtGddGdkks>

# incubatoredu<sup>TM</sup>

## Union County High School



Dr. Jill Olson  
jolson@ucschools.org  
706-745-2216 ext. 1115