

# Curriculum Aligned Online Entrepreneurship Program for High School Years 7 – 10.

Building the agile mindset and 21st Century skillset students need to be more adaptable, employable and competitive in the future.



Designed to produce entrepreneurial thinkers, creators and leaders, not just entrepreneurs.



Student self-guided online briefings, assignments and assessments with Educator facilitation option.



Flexible and easy to implement with virtual classroom requirements.



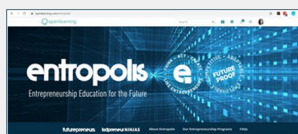
Implementation support. Low engagement for Educators. No prior business experience required.



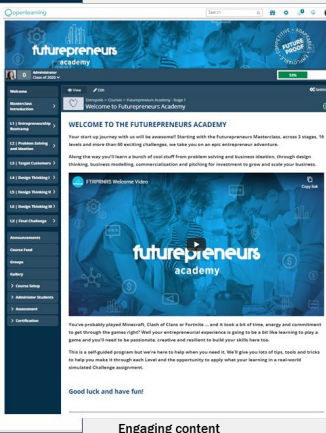
ANCV8.3 and NSW Syllabus aligned for years 7 – 10 covering multiple subject areas.



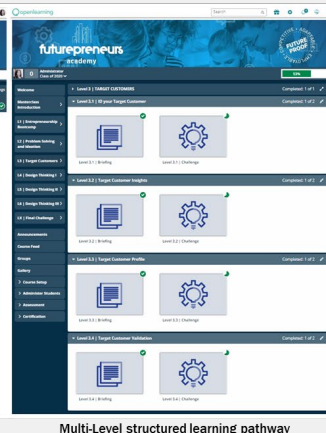
Engaging, student focused content with practical, real-world applications.



Futurepreneurs Academy is delivered securely online at [OpenLearning.com](https://www.openlearning.com)



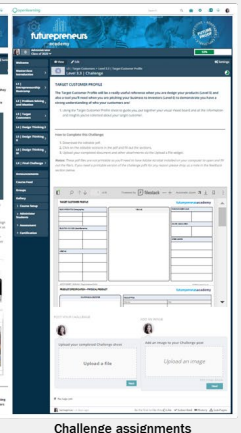
Engaging content



Multi-Level structured learning pathway



Subject matter briefings



Challenge assignments



## Program Roadmap

Futurepreneurs Academy is a 3-Unit, 16-Level experiential entrepreneurship program for high school.

The program is aligned to the Australian National Curriculum v8.3 and NSW Syllabus for years 7 – 10 across subject areas including Economics and Business Studies, Design and Technology, Digital Technologies, Work Studies and English.

Starting with the Stage 1 Masterclass, students are taken on an epic entrepreneurship journey through problem solving, creative and critical thinking, product design, commercialisation and investor pitching.

## Program Outcomes

Futurepreneurs Academy is co-developed by entrepreneurs, educators and enterprise leaders to ensure students are engaged while adding the most value to their education.

The program is designed to be student-guided with the opportunity for facilitation and augmented learning at Educators discretion.

Our goal is to train young people to be entrepreneurial thinkers and creators, not just entrepreneurs, and empower them with the critical mindset and skillset they need to be adaptable, employable and competitive in the future.



### UNIT 1 Entrepreneur Masterclass

Learn the basics of thinking, acting and creating like an entrepreneur. Solve a real-world problem and develop a product prototype you can pitch for start-up capital.

- Level 1 | Entrepreneurship Bootcamp
- Level 2 | Problem Solving + Ideation
- Level 3 | Target Customers
- Level 4 | Design Thinking I – Process Overview + Empathise Stage
- Level 5 | Design Thinking II - Ideate Stage + Product Design
- Level 6 | Design Thinking III – Prototype + Test + Pivot
- Level X1 | Pitching for Start-Up Capital

Units 2 and 3 launch from September 2020



### UNIT 2 Start-Up Builder

Learn the fundamentals of how entrepreneurs launch a real-world, viable and sustainable start-up business. Also develop and prepare to commercialise your product.

- Level 7 | Business Model Blueprint I | Operations + Delivery
- Level 8 | Business Model Blueprint II | Financials
- Level 9 | Business Model Blueprint III | Vision + Mission
- Level 10 | Product Development + Production
- Level 11 | Naming + Brand Identity
- Level 12 | Websites + Landing Pages
- Level X2 | Take Your Business LIVE!



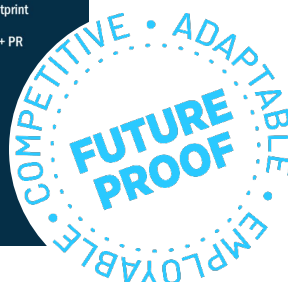
### UNIT 3 Start-Up Accelerator

Learn how entrepreneurs grow their business, acquiring new customers, exploring new channels to reach existing customers and launching into new markets using growth capital from investors.

- Level 13 | Brand Awareness + Social Media Footprint
- Level 14 | Customer Acquisition I – Marketing + PR
- Level 15 | Customer Acquisition II - Sales
- Level 16 | Scaling Your Business
- Level X3 | Investor Pitch for Growth Capital

By completing the full program students will:

- Be able to think, act and create like entrepreneurs
- Increase their innovation and creative problem-solving capacity
- Develop an agile growth mindset
- Become competent critical thinkers
- Design products and services that solve real problems and their customers will love
- Understand revenue, profit and loss and build other core financial skills
- Improve their digital literacy
- Commercialise products and attract customers through marketing and sales
- Develop and deliver pitch presentations to help grow and scale their start-up
- Enhance their collaboration, decision-making and leadership skills
- Build confidence, resilience and risk tolerance



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