



# Startup Tech: *Coding Meets the Entrepreneurial Mindset*

## Overview

Startup Tech is a blended learning tech-entrepreneurship course that asks students to identify ways to improve their world and to build marketable digital solutions using MIT App Inventor. Students create an original app that addresses a community need, develop an abbreviated business plan using lean startup tools and methodologies, and present in a Startup Showcase for the chance to win funding and publicity. This course is aligned to the Common Career Technical Core Standards.



## Program Details

### Program Requirements and Recommendations

- Grades 5-12
- Full-year course implementation
- No pre-requisite

### Student Startup Showcase

- Student teams present their functional mobile apps and abbreviated business plan in a tradeshow-style setting, with opportunities to network with and demo to professionals from the local business community and community leaders.
- Top teams selected by expert judges receive prizes.

### Volunteer Support

- Volunteer Showcase judges use a scoring rubric to provide feedback to students and select winners.

### NFTE Career-Readiness Measures and Certification

Student career readiness is measured on the three dimensions that the Association for Career and Technical Education (ACTE) uses to evaluate career readiness:

#### Academic Skills

Original app created using MIT App Inventor, lean business model canvas, and pitch deck presented in an expo evaluated and graded by teachers and judges

#### Employability Skills

Entrepreneurial mindset evaluated through Startup Showcase presentations, teacher classroom rubrics, and NFTE's Entrepreneurial Mindset Index (EMI), a formative assessment of students' noncognitive skills

#### Technical Skills

Application of tech entrepreneurship through experiential activities using MIT's App Inventor

## Program Content

- **Introduction to Startup Tech and Entrepreneurship**

Students will be introduced to the entrepreneurial mindset and skills that can help them achieve success in both tech entrepreneurship and in life. They also will build two apps with MIT App Inventor, a drag-and-drop tool that allows users to create functional mobile apps that can be downloaded to any Android device.

- **Introduction to App Development**

Students will deepen their skill set with MIT App Inventor by creating three mobile apps by following tutorials, then enhancing these apps through independent work. Throughout the unit, students will engage in app design sprints and investigate how the way they think can help them find careers in which they would thrive.

- **Careers in Technology**

Students will investigate trends, careers, entrepreneurship, and technology as it relates to various career clusters. While learning about the potential of careers in technology they will also continue with hands-on app development.

- **Advanced App Development**

Students will work in teams to complete advanced MIT App Inventor tutorials that will allow them to create more innovative features in their final project apps. They will also continue to deepen their understanding of tech entrepreneurship to prepare them for the Startup Showcase.

- **Your Own App Development**

Students will work in teams to create their own original app idea as a capstone project. To participate in the Startup Showcase, students conduct market research, determine a sustainable business model, create wireframes of their app, and translate their wireframes into functional mobile apps using MIT App Inventor.

- **Startup Showcase**

Students complete the final pieces for the Startup Showcase. They create an expo board and slide deck, then practice their elevator pitch. They receive peer feedback that they can use for their final revisions before presenting their work to a panel of judges. After the Startup Showcase, students will reflect on what they learned from their experience.

## NFTE's Entrepreneurial Teacher Corps: Professional Development and Benefits

- Face-to-face curriculum training ("NFTE U"), leading to Certified Entrepreneurship Teacher (CET) certificate
- Webinar-based MIT App Inventor training
- Quarterly in-person Professional Learning Communities
- Monthly Professional Development Webinars
- Annual Teacher Summit
- Online access to all instructional and training materials through NFTE's learning management system
- Other support services

## Contact Us

For more information about bringing this program to your community, email [ProgramInquiry@nfte.com](mailto:ProgramInquiry@nfte.com).

