





INCubatoredu™

# Purpose

The purpose is to recommend the adoption of the INCubatoredu™ curriculum and program to replace the Academy Global Business Topics course. This course is part of the World Language and International Studies Magnet Academy located at Streamwood High School.

This academy is in the process of changing themes to The LEAD (Leadership Entrepreneurship Action Design) Academy pending full review and approval. The INCubatoredu™ program will play a key role in the academy's theme transition.

# Rationale

- In 2018, the District supported transitioning the pocket academies at each high school to Magnet Academies. The transition is in alignment with the district-wide plan to implement Educational Pathways.
- Streamwood High School's current academy, World Language and International Studies, has been in existence since the late '90's and has experienced declining enrollment and lack of interest.
- Hanover Research conducted a survey open to all U-46 students, parents, staff, and community members in the spring of 2019.
  - Priority skills identified were critical thinking, communication, creativity, innovation, problem solving, and being independent and self-directed learners.
- This information provided the foundation to develop a new academy that incorporates global issues, local issues, while fostering collaboration, critical thinking, and innovation.

# Rationale Continued

- The proposed theme of the new Magnet Academy is Leadership, Entrepreneurship, Action, and Design (LEAD).
  - Implementing the theme will include revising courses and developing new curriculum.
- INCubatoredu™ supports students with an authentic entrepreneurial year long experience. Students have the opportunity to create and fully develop their own product or service.
  - INCubatoredu™ is a curriculum that fully supports the theme and skills identified as important and desired for the Streamwood High School Academy.



# U46 STRATEGIC PLAN



# Course Title and Description

- For the 2021-2022 school year, the course would be renamed INCubatoredu™
  - INCubatoredu™ Course Description: This program offers students an authentic entrepreneurship experience. In the year long course, students have the opportunity to create and fully develop their own product or service. Entrepreneurs and business experts serve as volunteer coaches and mentors guiding student teams through the *Lean* processes along with foundational business topics such as marketing and finance.
- It would remain 2 credits and be a Junior course in the Academy.
- Proposed implementation is fall 2021

# INCubatoredu™ Adoption of Content

## SEARCH and DISCOVER

### Ideation

- Entrepreneur Mindset
- BMC
- Group Ideation
- BMC Refinement
- Competitive Analysis
- Value Proposition

### Customer Discovery

- Customer Segmentation
- External Advice/Mentor Match
- Problem Interview
- Market Sizing
- Solution Interview

### Customer Connections

- Positioning
- Channels
- Customer Relationships
- Digital Marketing

### Finances

- Pricing
- Estimating Costs
- Intro Financial Statements
- Mechanics of Excel
- Financial Modeling

## VALIDATE

### Building Your MVP

- Web Development
- MVP Design
- MVP Funding
- Prep for Pitch
- MVP Pitch

### Legal & MVP Experiment

- Implementation Planning
- MVP Experimentation
- Business Regulation
- Technology Planning
- Legal

### Promotion

- Growth Engine
- Marketing Planning
- Sales Planning

### Pitch Your Story

- Finances
- Funding Requests
- Prepping for Pitch
- Pitch



# The Process

## **Description of Process**

- In the fall of 2018, a team of Streamwood High School academy teachers and administrators met with district level administrators to discuss revisions to the academy.
  - Several themes and ideas including service projects, entrepreneurship, global scholars, and AP Capstone were explored.
- In the fall of 2019, members of the team talked with and in some cases visited schools in other districts implementing courses and programs aligned to the previously mentioned themes and ideas:
  - Global Scholars at Naperville Central and INCubatoredu™ at Barrington High School.
- The team met with representatives from Uncharted Learning and teachers in the Uncharted Learning network and determined quantitatively, the INCubatoredu™ resource would best support the Academy Global Business Topics course.
- A curriculum writing team was established in November of 2019 through the “Call to Committee” process.
  - The Streamwood High School Magnet Academy Curriculum Team also reviewed the INCubatoredu™ course and determined it was best to replace the Academy Global Business Topics course.
  - The INCubatoredu™ program will play a key role in the academy’s theme transition.

# Implementation and Facilities Timeline

## Phase 1: 2021-2022

- Pending approval, course would run fall of 2021
- Initial resources and equipment would be purchased using Perkins and CTE funds.

## Phase 2: Align with Streamwood Facilities Plan Schedule Proposed for 2022-2023

- Renovate current academy space to include a board room, and INCubatoredu classroom, and an ideation space. [Classroom Design Guidance](#)
- Utilize all resources, equipment, and furniture purchased in Phase 1 in the renovated rooms

# Instructional Materials and Resources: Phase 1

As part of the Annual Participation Fee all the necessary instructional resources are provided by Uncharted Learning.

INCubatoredu™ Initial Fee. Includes PD and Curriculum	\$20,000.00*
INCubatoredu™ Annual Participation Fee	\$5,000.00
Year one (2021-22) Total INCubatoredu Program Fees:	\$25,000.00
Each Following Year Participation Fee:	\$5,000.00

*\*Paid*

[Smith Systems 2021 Catalog](#)

Item No.	Item Description	Item Cost	Quantity Needed	Total Item Cost	Source
01531M	High Top Multimedia Table w/Power and USB	\$310.00	5	\$1,550.00	Smith System 2021 Catalog pg. 240
17354	Monitor Mounts	\$513.00	5	\$2,565.00	Smith System pg. 240
01453	Table Bases	\$321.00	10	\$3,210.00	Smith System pg. 242
44891U	Chairs	\$424.00	22	\$9,328.00	Smith System pg. 54
55003	Bean Bench - Large	\$1,285.00	2	\$2,570.00	Smith System pg. 96
55002	Bean Bench - Small	\$925.00	2	\$1,850.00	Smith System pg. 95

Item No.	Item Description	Item Cost	Quantity Needed	Total Item Cost	Source
W2Z50A8#ABA	Monitors	\$279.00	5	\$1,395.00	U-46 Catalog
55005	Bench Divide - Curved	\$1,385.00	2	\$2,770.00	Smith System pg. 95
56000E	Oval Pedestal Table	\$550.00	2	\$1,100.00	Smith System pg. 109
55001	Flowform Ottoman	\$649.00	1	\$649.00	Smith System pg. 91
SWP521	Boardroom Table	\$2,674.00	1	\$2,674.00	<a href="#">Global Swap 10' Boat Shaped Boardroom Table SWP521</a>
EUR-MT3000	Boardroom Chairs	\$205.00	12	\$2,460.00	<a href="#">Eurotech Seating Maze Series Modern Task Chair</a>
Total Cost				\$32,121.00	

# Cost Summary

SY 2020-21	INCubatoredu™ First Year Fee, PD, and Curriculum	\$25,000.00
	Equipment and Furniture	\$32,121.00
	Year 1 (2021-22) Total:	\$57,121.00
SY 2021-22	INCubatoredu™ Participation Fee	\$5,000.00
SY 2022-23	INCubatoredu™ Participation Fee	\$5,000.00
SY 2023-24	INCubatoredu™ Participation Fee	\$5,000.00
SY 2024-25	INCubatoredu™ Participation Fee	\$5,000.00
SY 2025-26	INCubatoredu™ Participation Fee	\$5,000.00
Investment Total for 6 Years		\$82,121.00

# Cost Per Student Per Year

Enrollment of 45 students for the first 3 years	135 Students
Enrollment of 100 students for the subsequent 3 years (first LEAD* Academy Cohort)	300 Students
Total students served in 6 years	435
Total Funds used in 6 years	\$82,121.00
Average Cost Per Student Per Year	\$188.78
CTE Grant Funds will supplement the initial investment and ongoing costs.	



# Professional Development:

- Professional development is provided for teachers and administrators during the first year of implementation.
- During subsequent years, updates and new resources are offered through workshops and meetups.
- These services are included in the Initial and Annual Participation Fee.
- Perkins and CTE funds will support PD and travel.

# Plans for Course Evaluation

## *From Curriculum Cycle*

### Implementation and Curriculum Assessment

- Review Data
  - Formal/Informal Walkthroughs
- Monitor Common Assessments
  - Collaboration/Analyzation of Data
  - Revisions
- Feedback
  - Staff
  - Students
  - Parents
  - Community Members
- Pitch Night Success
- Revisions
- Magnet Academy Advisory Board
- Continued Professional Development

# Grade/Report Card Consideration

INCubatoredu™ Course Curriculum is aligned to Industry Standards and National Business Education Standards

- Curriculum team will work to align the INCubatoredu™ rubrics and assessments to our SBLA practices.

# Proposal/Recommendation

The Streamwood High School Magnet Academy Curriculum Writing Team and the Educational Pathways Department recommends INCubatoredu™ licensed by Uncharted Learning to replace Junior Academy Global Business Topics course in the World Languages International Studies Academy at Streamwood High School for the 2021-2022 school year.



Through the Eyes of Students



Cleat Guard



Teacher Perspective

A group of young children, mostly boys, are sitting in a classroom. Many of them have their hands raised, indicating they want to ask a question or answer. They are wearing red and blue shirts, and some are wearing glasses. The background shows a classroom setting with a black chair and a blue bag.

Questions?/¿Preguntas?