



STARTUP MOXIE COURSE SYLLABUS

Monday – Friday 7:30am – 9:00am
4 High School Credits, 6 Dual Credit
RISE at Catalyst One, 460 Stull Street Suite 500, South Bend

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WELCOME TO STARTUP MOXIE!

Startup Moxie is an innovation and entrepreneurship education program that seeks to prepare people, especially youth, to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to economic development and sustainable communities. The Startup Moxie program is much more than a textbook course. Rather, students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes.

The essence of this course is driven by the way it is taught. What is taught is secondary to how it is taught. There are many complex concepts embedded in this curriculum. Students are highly motivated to grasp them, as they are essential to the success in starting their own businesses. These concepts are learned by doing and with the expertise and assistance of the community's business partners who invest their time and money to provide this experience to students.

Qualities We Seek in Startup Moxie Students Include:

- Integrity
- Great work ethic
- Natural curiosity
- Desire to learn
- Willingness to ask questions
- Willingness to operate outside their comfort zones
- Willingness to think outside the box

Startup Moxie Learning Outcomes

At the end of the course, students are expected to be able to:

- Create and present an effective business plan or intrapreneurial project plan
- Demonstrate effective communication and collaboration skills
- Demonstrate their understanding of appropriate professional attire
- Compare and contrast a wide variety of businesses
- Execute the creation of a small business, intrapreneurial innovation project or high potential startup plan
- Maintain a standard of excellence as they represent their school and Startup Moxie in our region

How will we know that we've achieved these outcomes?

1. Students will formulate, research, and present a business plan or project proposal
2. Students will:
 - a. Write weekly journals
 - b. Annotate articles
 - c. Lead bi-weekly personal check ins with facilitators or program volunteers
 - d. Interact each week with local business and community leaders
 - e. Actively participate in a class business
 - f. Schedule, plan and work together at various local events
 - g. Communicate and interact with their mentor
 - h. Start their own small business, lead and execute an industry partnered innovation project or high potential startup plan and present it to the community
3. Students will attend class each day on time, dressed in appropriate professional attire
4. Students will take ownership of their professional network to achieve their program goals
5. Students will visit area businesses
6. Students will hear from guest speakers
7. Students will regularly interact and communicate with:
 - a. Business owners
 - b. Guest speakers
 - c. Guests who visit the class
 - d. Mentors
 - e. Startup Moxie Board Members

Life in Startup Moxie

Startup Moxie is a yearlong program. This is not a lecture-based course. Discussion and participation is a vital part of your learning experience and is important for your success in the program. You will need to come to Startup Moxie prepared to ask higher order thinking questions and to respond to the ideas and comments of both your peers and members from our community. We expect your interactions to be informative, well reasoned and constructive.

Our program is not about grades. We do not weight assignments differently. Our goal for students is that they take complete ownership for all of their work and take ownership for communication and advocating needs they may have. We are preparing students for the next steps in their lives whether that be the workplace or college. Taking responsibility and ownership for assignments, no matter how big or small is a key component in that.

Students are expected to do their best work and do it on time, without exception. If that is not possible it is expected that students communicate prior to the deadline (just like they would be expected to on the job).

The journal assignments and article annotations are key to student's reflection and development and are just as important as completing a business plan and in some cases more so. Through journals students are asked to set goals, reflect on their progress and identify areas of strengths/weaknesses they want to work on. Through article annotations we expect students to show higher order thinking. This is meaningful work in their development. In addition, our students write a business plan, lead an intrapreneurial innovation project and it is key to receiving funding from our Investor Panel.

Although it is key to receiving funding for the personal business, it is not a cornerstone to our pedagogy since it is very similar to school work - you can learn through the internet and books the "how to" in writing a business plan.

Our students are only able to grow and develop themselves through reflection, journaling, taking ownership for work, communication, etc. This is often much more difficult and therefore much more important for all students before they enter the workforce.

Startup Moxie uses ProScan PDP reports to measure and help students understand:

- How they function most naturally
- The role they feel they need to play
- How they are perceived by others
- Energy resources
- Satisfaction index
- Stress levels
- Energy drain
- Decision-making style

Assignments that will be graded include but are not limited to:

- Journals
- Article Annotations
- Micro Business Participation & Work Completion
- Class Business - Business Plan
- Class Business – Participation & Work Completion
- Personal Business or Innovation Project Plan & Execution
- Personal Business or Innovation Project Investor or Industry Pitch
- Personal Business or Innovation Project – Work Completion
- Entrepreneurship & Innovation Expo Participation & Work Completion
- Course Evaluations & Surveys

We have a no late assignment policy unless there are extenuating circumstances, in which case students are expected to communicate and advocate for themselves. Should an unexpected emergency occur, and appropriate follow up communication is lead by the student, exceptions can be made for accepting work.

Essential Agreements

- 1. We value inclusion.** Rising tides lift all ships. When one of us fails, we all fail. When one of succeeds, we all succeed. Every student has a unique background which will be valued and respected. We will seek to understand and show great empathy for others.
- 2. We value integrity.** Treat others the way they want to be treated. Acting with integrity means you uphold our program's values both in, and outside of class time.
- 3. We value respect.** We will show respect through listening to one another, doing what we say we're going to do, and respecting ourselves.
- 4. We value and seek feedback.** Better, faster, stronger by seeking feedback for improvement from diverse sources. Failure is one of your best sources of feedback, so are your results.

5. We value commitment. Your commitment to the program means you will arrive on-time, which is always 15 minutes early. You commit to seizing opportunity and advocating for yourself. You commit to giving 100% of your effort and energy during your time with Startup Moxie. You're committing to submitting your best work, on-time.

6. We value partnerships. Through our partnerships with educational institutions we adhere to and respect each entities' school handbooks and codes of conduct. Through our partnerships with local businesses we show respect to the locations opened to us by leaving a location better than when we arrived, actively listening to those that take their time to speak with us, and becoming ambassadors of their good deeds.

7. We value gratitude. Having an attitude of gratitude is actively showing thanks to those that give their time and talent.

8. We value humility. Boasting, bragging, and deterring others progress are unacceptable behaviors and not characteristics of a Startup Moxie student. We take pride in leadership through example and doing what you say you will do.

9. We value you. Your facilitators will work tirelessly to link your interests and passions to opportunities in our region, as long as you advocate for yourself and are giving your best effort. We are triggered to go to work for you when you go to work for yourself. Pro-active communication and building rapport between you and your facilitators and mentors is crucial to the results you seek to gain, and we expect to see. We expect you to be genuinely yourself.

By signing this syllabus, you are agreeing to uphold the Essential Agreements, as well as the entirety of the outlined syllabus. If you fail to do so, individual counseling could lead to the student's exit from the program.

Student Signature

Date

Parent Signature

Date

For more detailed information about what the Startup Moxie year will look like visit our website, www.moxieinthemaking.org.