



HIGH SCHOOL STARTUP DAY

ACTIVITY GUIDE

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GLOBAL
ENTREPRENEURSHIP
WEEK

 **Conductor**

ABOUT HIGH SCHOOL STARTUP DAY

The object of High School Startup Day is to give students a platform to identify and analyze real-world problems and collaborate with their peers to conceptualize tangible solutions.

WHAT IS GLOBAL ENTREPRENEURSHIP WEEK?

Global Entrepreneurship Week is a celebration of innovators who dream big and launch startups that bring ideas to life. Each November, GEW reaches millions of people through local, national and global events and activities. From large-scale startup competitions and workshops to small, community discussions – GEW reaches new audiences and connects participants to a network that can help them take the next step, no matter where they are on their entrepreneurial journey.

WHAT IS HIGH SCHOOL STARTUP DAY?

High School Startup Day takes anywhere from dozens to hundreds of high school students and gives them one day to achieve one goal: *Solve a problem students face in high school or secondary school education.*

HOW TO ORGANIZE HIGH SCHOOL STARTUP DAY

High School Startup Day guides students through an intensive, half-day or full-day workshop in which they learn the fundamentals of entrepreneurship including:

- financial literacy
- market research
- customer discovery
- identifying key stakeholders

- thinking creatively
- innovative teamwork

Students work in teams to solve problems, build their social networks with other students from around the area and formulate and present final presentations to a panel of judges. The final presentation can be timed, and groups can give an oral presentation with or without a PowerPoint or other visual aide such as a poster, video or slideshow. The panel of judges can be made up of high school teachers, local university professors, community members and local entrepreneurs and business owners.

THE CHALLENGE

It is integral to the students' adoption of the workshop that they have a vested interest in the problem they are trying to solve. The prompt for the half-day, or day-long workshop is to work in teams to **solve a problem they face in high school or secondary education**. The workshop will force students to think critically about the problems they face:

- Who are the key stakeholders involved?
- Do other people identify with this problem? Who are they and why are they important to either the problem or the solution?
- How can you test the market to validate this problem? How can you test the market to validate the solution?

PRIZES

A first- and second-place prize will be awarded at the conclusion of the event. Prizes can range from mentoring hours with a local entrepreneur, to scholarship dollars in partnership with a local college or university.

WHAT YOU NEED TO ORGANIZE HIGH SCHOOL STARTUP DAY

Reach out to local high school or secondary education schools in your city or region. This is a great way to introduce entrepreneurship and entrepreneurial skills to young people in your community – and Global Entrepreneurship Week is the perfect time to introduce High School Startup Day.

To organize High School Startup Day, you'll need:

- Venue / meeting room, depending on the group size, one of the participating high schools may have an auditorium, lunchroom or gymnasium you can use, local colleges and universities, community centers or other large meeting spaces may be inexpensive or free to use as well
- Whistle, bell or cellphone alarm that you can use to alert the group when the presentation time allotted is complete (optional)
- Name tags
- Audio / Visual equipment, such as projector screens, laptop or desktop computers, etc. (optional)
- Refreshments (optional)

WHY ORGANIZE?

- **Flexible.** The main prompt or question posed to the students can be changed or altered to apply to your community's students. You can also apply High School Startup Day to elementary or primary school students, or even college and university students.
- **Networking skills.** Students will have the opportunity to network with their peers, as well as community members who attend or judge the event. Networking is a key entrepreneurial skill that students will learn during the event, and High School Startup day is an easy and fun way to hone their public speaking and presentation skills.
- **Support local students.** Through High School Startup Day, students will not only gain valuable insights into the entrepreneurial process and gain key innovative skills, but through the prizes for the winning teams, students may also have the opportunity to feel rewarded for their research, presentation and teamwork via mentoring sessions with local entrepreneurs or scholarship dollars to pursue their education after high school.

STOP! Now that you are ready to organize High School Startup Day in your community, don't forget to register your event on our website: <http://gew.co>.

BRANDING + CHECKLIST

BRANDING

If you're organizing a High School Startup Day event (or many different High School Startup Day events across your region!) please make sure to use the official Global Entrepreneurship Week logo, and to give credit to creator Conductor of Arkansas! You can tag them on Twitter **@AR_Conductor**, and use their hashtag **#FullSteamAR**.

Using the official logo – and using the official hashtag **#GEW2018** on social media – will ensure that your event is in line with the global celebration.

OFFICIAL GLOBAL ENTREPRENEURSHIP WEEK LOGO



OFFICIAL GEW EVENT BADGE



Event organizers can use the Global Entrepreneurship Week Official Event badge on their printed and digital promotional materials. The following official event badge is NOT a replacement for the official Global Entrepreneurship Week logo. The GEW: Official Event badge is to help GEW partners promote their events as part of the global movement during the week.

CHECKLIST

- Select a date, time and location for your event between November 12-18, 2018, and register the event details by creating a profile on <http://gew.co>, and then selecting "Create Events."
- Reach out to local high school/secondary schools in your area and invite them to participate
- Reach out to and confirm the participation of local judges.
- Promote on social media.
- Prepare for outreach and engagement.
 - Submit a press release to local media
 - Reserve a photographer or videographer
 - Let GEW headquarters know of your event by registering and then promoting through your social media accounts using #GEW2018

SUPPORTERS

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