

# From The Ground Up

Your Guide To Starting an Education Corporation with Your Students

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A laptop screen is shown in a dark, dimly lit environment. The screen displays a line graph with a blue line and a pie chart with a green slice. The text is overlaid on the screen in a white, sans-serif font. The line graph has a legend with 'New Visitor' and 'Returning Visitor'. The pie chart is partially visible. The laptop keyboard is visible at the bottom of the frame.

Research shows that hands-on, experiential learning has incredible teaching capacity.

Prepare your students for their future by giving them a chance to experience real-world learning.

# Starting a Business is HARD WORK


9 out of 10 Startups Fail

Startups require versatile workers  
and acumen

Startups require funding

Passion for the business often  
flounders in the face of slow  
growth

Starting a Business with Students? Yikes.

A close-up photograph of a person's hands using a white marker to draw on a whiteboard. The background is blurred, showing what appears to be a classroom or office setting with some lights. The text is overlaid on the left side of the image.

But You Can Do It.  
And You Can Do It  
**Well.**

With the proper support, planning, and some strategies for educating and supporting your students, you can create an amazing real-world learning experience.

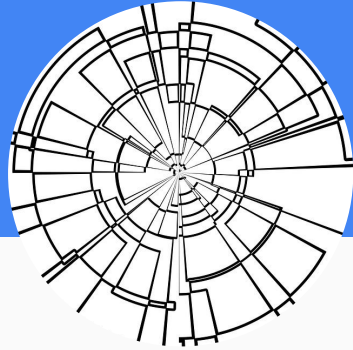
# Key Components For Success

*Step by Step Guide From the Ground Up*



## Information

Research, Read, and Read some more. Information is the foundation of all successful ventures. We will provide significant data, but there is always more to learn.



## Structure

Organize your plans for how you will give over the information to your class in a way that allows them to understand, process, and apply what they have learned.



## Takeaway

Ensure your students are successful in applying the business information in a real-life situation by providing follow up assignments and tasks.



## Networking

It doesn't end here! Reach out to your school community, parent body, and local businesses. Networking software may be able to help you connect with mentors, sponsors, and customers.

# Strategies for Staying Sane

- *Take care of yourself first. Sleep, eat healthy, exercise, and take time for yourself.*
- *Set specific times that you will work on the EdCorp and try to stick to those times.*
- *Set communication boundaries. Students should only contact you in approved manners and at approved times.*
- *Set a separate email address for the business and only check it at specific times.*
- *Remain optimistic about the possibilities!*

# Role of the Teacher in an EdCorp

- *Your job is to be a source of information, guidance, and support.*
- *It is ok if you do not know the answer. Work with students on their research and networking skills as they search for answers.*
- *Delegate! Do not take over tasks assigned to students for fear of them not being completed. This is part of the learning experience!*
- *You are a “guide on the side”, not a “sage on the stage”. Provide as much autonomy as you can.*

# Our Systematic Approach to Starting an EdCorp

- *Give Students Information via PowerPoint, Lecture, or Real-World Experience.*
- *Task Students with a follow up activity related to the business they are building.*
- *Guide students in using the product of this follow-up activity to help their business grow in a real-world setting.*



# Systematic Instruction:

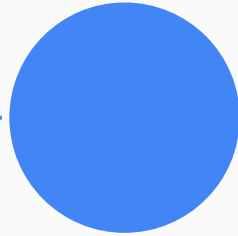
## Step 1

Use the Powerpoint Slides to have an interactive discussion with your class.



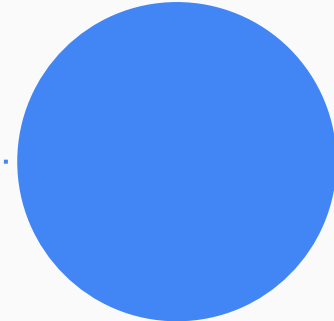
## Step 2

Assign a hands-on follow-up activity to students.



## Step 3

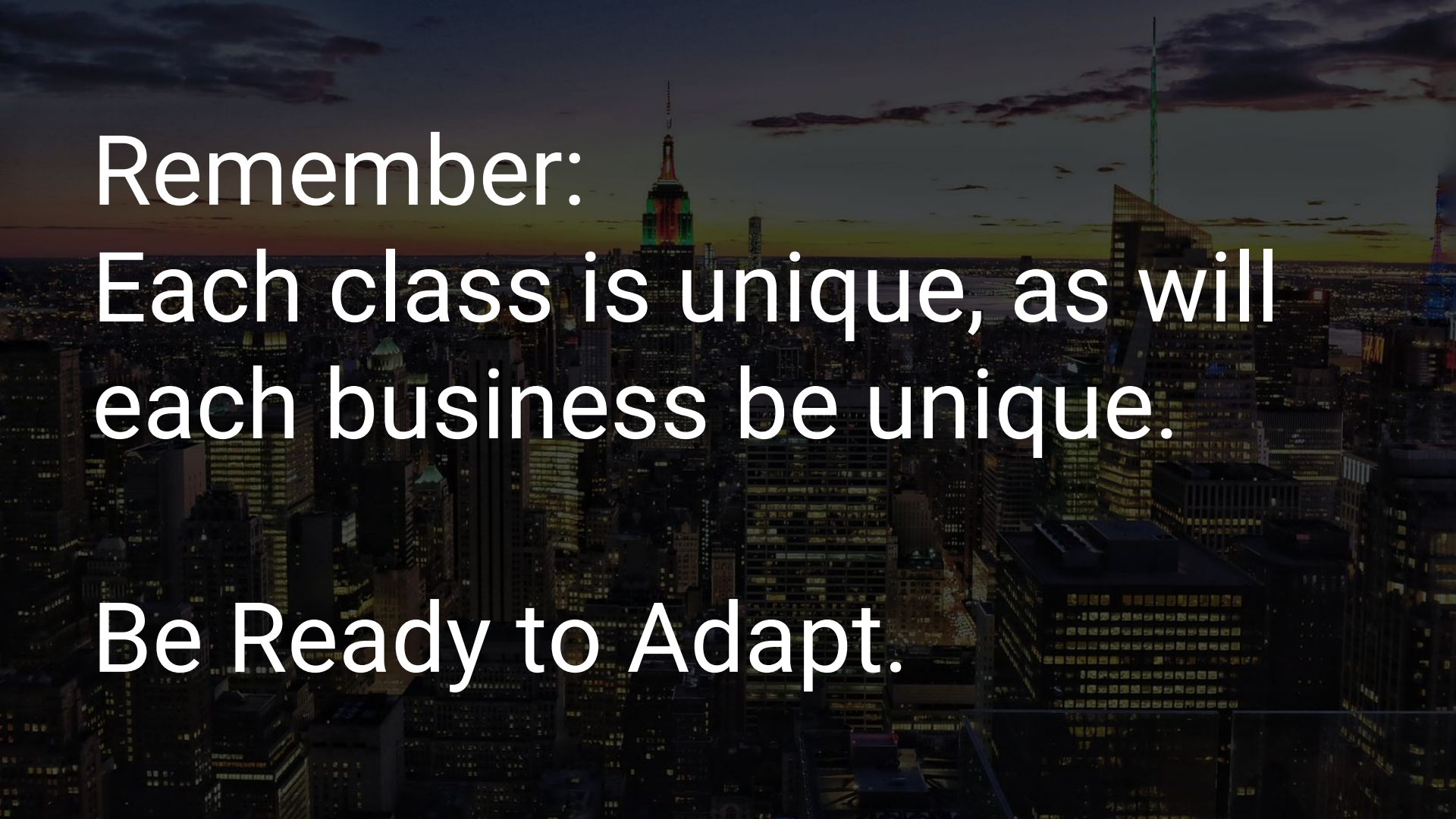
Use the resulting products in a real-life setting related to advancing your business.



# Example:

## Our Systematic Approach to Starting an EdCorp

- *Give Students Information via PowerPoint, Lecture, or Real-World Experience.*
  - *Students learn design principles and how to professionally fill out a business card, as well as what purpose they fill.*
- *Task Students with a follow up activity related to the business they are building.*
  - *Students design business card for their business.*
- *Guide students in using the product of this follow-up activity to help their business grow in a real-world setting.*
  - *Students order business cards and distribute them to local stores.*

An aerial view of a city skyline at dusk or dawn. The sky is dark with some clouds, and the city lights are visible. The Empire State Building is prominent in the center. The text is overlaid on the image.

Remember:  
Each class is unique, as will  
each business be unique.

Be Ready to Adapt.