

# BizInnovator Startup

## Scope & Sequence

# Free Module - Hook

Module Scope & Sequence		Activities	Deliverables	NBEA Entrepreneurship Standard
1	Students will learn about Design Thinking and the Lean Startup Method.	<ul style="list-style-type: none"> <li>• Introduce, define terms Design Thinking, Lean Startup Method</li> <li>• Check for understanding via verbal questioning</li> </ul>		<ul style="list-style-type: none"> <li>• Standard 1.D: Idea generation through innovation and problem solving</li> </ul>
2	Students will learn about the Business Model Canvas.	<ul style="list-style-type: none"> <li>• Show, discuss BMC's value</li> <li>• Give an overview of each BMC section</li> <li>• Launch the first section: Problem Statement</li> </ul>	<ul style="list-style-type: none"> <li>• Business Model Canvas</li> </ul>	<ul style="list-style-type: none"> <li>• Standard 1.D: Idea generation through innovation and problem solving</li> <li>• Standard 9: Business Plans</li> </ul>
3	Students will learn about collaborating in groups.	<ul style="list-style-type: none"> <li>• Students will work in teams to identify problems, and complete step-by-step activities to develop a solution.</li> </ul>	<ul style="list-style-type: none"> <li>• Business Model Canvas</li> </ul>	<ul style="list-style-type: none"> <li>• Standard 1.D: Idea generation through innovation and problem solving</li> <li>• Standard 4.A: Identifying the market</li> <li>• Standard 4.B: Reaching the market</li> <li>• Standard 4.C: Keeping/Increasing the market</li> <li>• Standard 9: Business Plans</li> </ul>
4	Students will learn about pitching an idea.	<ul style="list-style-type: none"> <li>• Follow pitch guidelines to create, present a solution to the stated problem.</li> <li>• Use feedback from others to persevere, or pivot.</li> </ul>	<ul style="list-style-type: none"> <li>• Business Model Canvas</li> <li>• Pitch</li> </ul>	<ul style="list-style-type: none"> <li>• Standard 1.D: Idea generation through innovation and problem solving</li> <li>• Standard 4.A: Identifying the market</li> <li>• Standard 4.B: Reaching the market</li> <li>• Standard 4.C: Keeping/Increasing the market</li> <li>• Standard 9: Business Plans</li> </ul>

# Module 1 - Entrepreneurship Overview

Module Scope & Sequence		Activities	Deliverables	NBEA Entrepreneurship Standard
1	Students will learn about what Entrepreneurship is, and what it is not.	<ul style="list-style-type: none"> <li>• Introduce &amp; define entrepreneurship, entrepreneur</li> <li>• Check for understanding with verbal questioning</li> </ul>		<ul style="list-style-type: none"> <li>• Standard 1.A: Role of the entrepreneur in business</li> <li>• Standard 3.A: Role of the entrepreneur in the economy</li> </ul>
2	Students will learn about common characteristics entrepreneurs possess.	<ul style="list-style-type: none"> <li>• Describe &amp; discuss common characteristics, and entrepreneurs who possess them</li> <li>• Self-reflection</li> </ul>	<ul style="list-style-type: none"> <li>• Dream Big Project (optional)</li> <li>• Self-Assessment</li> <li>• Word Cloud Project</li> </ul>	<ul style="list-style-type: none"> <li>• Standard 1.A: Role of the entrepreneur in business</li> <li>• Standard 1.B: Characteristics of an entrepreneur</li> <li>• Standard 7.B: Staffing a Diverse Workforce</li> <li>• Standard 7.C: Leadership &amp; Team Building</li> </ul>
3	Students will learn about skills which are invaluable to an entrepreneur.	<ul style="list-style-type: none"> <li>• Describe &amp; discuss common skills that entrepreneurs possess</li> <li>• Self-reflection</li> </ul>	<ul style="list-style-type: none"> <li>• Famous Entrepreneurs Project</li> </ul>	<ul style="list-style-type: none"> <li>• Standard 1.A: Role of the entrepreneur in business</li> <li>• Standard 1.C: Entrepreneurship skills and ethical responsibilities</li> <li>• Standard 7.B: Staffing a Diverse Workforce</li> <li>• Standard 7.C: Leadership &amp; Team Building</li> </ul>
4	Students will compare and contrast startups to small businesses/ companies.	<ul style="list-style-type: none"> <li>• Identify criteria that distinguishes a small business from others</li> </ul>	<ul style="list-style-type: none"> <li>• Interview with an Entrepreneur</li> </ul>	<ul style="list-style-type: none"> <li>• Standard 1.A: Role of the entrepreneur in business</li> </ul>
5	Students will compare and contrast a traditional Business Plan to a Business Model Canvas.	<ul style="list-style-type: none"> <li>• Review types of business plans; highlight majoring similarities and differences</li> </ul>		<ul style="list-style-type: none"> <li>• Standard 1.A: Role of the entrepreneur in business</li> </ul>

# Module 2 - What's Your Problem

Module Scope & Sequence		Activities	Deliverables	NBEA Entrepreneurship Standard
1	Students will compare and contrast an idea with an opportunity.	<ul style="list-style-type: none"> <li>Introduce idea generation, compare to opportunity recognition</li> <li>Discuss ways to evaluate business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Shark Tank Project (optional)</li> <li>Pain Points Project</li> </ul>	<ul style="list-style-type: none"> <li>Standard 1.D: Idea generation through innovation and problem solving</li> <li>Standard 4.A: Identifying the market</li> </ul>
2	Students will learn about creativity and innovation.	<ul style="list-style-type: none"> <li>Define creativity, innovation</li> <li>Discuss the importance of ideas being value-driven</li> </ul>	<ul style="list-style-type: none"> <li>Business Opportunities in Everyday Life Project</li> </ul>	<ul style="list-style-type: none"> <li>Standard 1.D: Idea generation through innovation and problem solving</li> </ul>
3	Students will learn about Design Thinking.	<ul style="list-style-type: none"> <li>Outline Design Thinking framework</li> <li>Deploy the Design Thinking process and create a new product</li> </ul>	<ul style="list-style-type: none"> <li>Design Thinking Reboot Project</li> <li>Rapid Fire Business Project</li> </ul>	<ul style="list-style-type: none"> <li>Standard 1.D: Idea generation through innovation and problem solving</li> <li>Standard 4.A: Identifying the market</li> </ul>
4	Students will learn how to articulate value through the use of a Value Proposition.	<ul style="list-style-type: none"> <li>Discuss what a Value Proposition is</li> <li>Identify elements which make-up a Value Proposition</li> </ul>	<ul style="list-style-type: none"> <li>Business Model Canvas</li> <li>Pitch 1</li> </ul>	<ul style="list-style-type: none"> <li>Standard 1.D: Idea generation through innovation and problem solving</li> <li>Standard 4.A: Identifying the market</li> <li>Standard 9: Business Plans</li> </ul>

# Module 3 - Know Your Customer

Module Scope & Sequence	Activities	Deliverables	NBEA Entrepreneurship Standard
<p><b>1</b> Students will learn about marketing research and how it can be implemented.</p>	<ul style="list-style-type: none"> <li>Define and discuss marketing research and how businesses use it</li> <li>Design marketing research product</li> </ul>	<ul style="list-style-type: none"> <li>Who Are Your Competitors Project (optional)</li> <li>Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>Standard 4.A: Identifying the market</li> <li>Standard 4.B: Reaching the market</li> <li>Standard 4.C: Keeping/increasing the market</li> <li>Standard 7.D: Managing Technology</li> <li>Standard 7.E: Managing Risk</li> </ul>
<p><b>2</b> Students will learn about target marketing, and the value of knowing who your customers are.</p>	<ul style="list-style-type: none"> <li>Define, identify, and create target markets for products</li> </ul>	<ul style="list-style-type: none"> <li>Target Markets Project</li> <li>Business Model Canvas</li> <li>Pitch 2</li> <li>Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>Standard 4.A: Identifying the market</li> <li>Standard 4.B: Reaching the market</li> <li>Standard 4.C: Keeping/increasing the market</li> <li>Standard 7.E: Managing Risk</li> </ul>
<p><b>3</b> Students will learn about customer discovery, and the importance of feedback.</p>	<ul style="list-style-type: none"> <li>Define customer discovery, use it to collect feedback and adapt products</li> </ul>	<ul style="list-style-type: none"> <li>Ideal Customer Portrait Project</li> <li>Customer Interview Tracker Project</li> <li>Focus Groups Project</li> <li>Business Model Canvas</li> <li>Pitch 2</li> </ul>	<ul style="list-style-type: none"> <li>Standard 4.A: Identifying the market</li> <li>Standard 4.B: Reaching the market</li> <li>Standard 4.C: Keeping/increasing the market</li> <li>Standard 7.E: Managing Risk</li> </ul>
<p><b>4</b> Students will learn what a minimum viable product is.</p>	<ul style="list-style-type: none"> <li>Define MVP, review existing products for correct fit &amp; application</li> </ul>	<ul style="list-style-type: none"> <li>Business Model Canvas</li> </ul>	<ul style="list-style-type: none"> <li>Standard 7.E: Managing Risk</li> </ul>

# Module 3 - Know Your Customer

Module Scope & Sequence	Activities	Deliverables	NBEA Entrepreneurship Standard
<p><b>5</b> Students will learn about the marketing mix and how to adjust the elements to meet your customer's needs.</p>	<ul style="list-style-type: none"> <li>Define, describe, identify the elements of the marketing mix</li> <li>Discuss how various elements should change as the target market changes</li> </ul>	<ul style="list-style-type: none"> <li>Differentiating Advertising to Target Market Project</li> <li>Identifying a Marketing Mix Project</li> <li>Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>Standard 4.A: Identifying the market</li> <li>Standard 4.B: Reaching the market</li> <li>Standard 4.C: Keeping/increasing the market</li> <li>Standard 7.E: Managing Risk</li> </ul>
<p><b>6</b> Students will learn about the significance of branding.</p>	<ul style="list-style-type: none"> <li>Review the importance &amp; impact of branding</li> <li>Describe &amp; discuss various branding elements</li> </ul>	<ul style="list-style-type: none"> <li>Branding Project (optional)</li> <li>Marketing Reflection (optional)</li> <li>Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>Standard 4.B: Reaching the market</li> <li>Standard 4.C: Keeping/increasing the market</li> <li>Standard 7.E: Managing Risk</li> </ul>
<p><b>7</b> Students will learn about distribution channels and methods used to sell a product to consumers.</p>	<ul style="list-style-type: none"> <li>Explore means of selling products</li> </ul>	<ul style="list-style-type: none"> <li>Business Model Canvas</li> <li>Pitch 2</li> <li>Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>Standard 4.B: Reaching the market</li> <li>Standard 4.C: Keeping/increasing the market</li> <li>Standard 7.E: Managing Risk</li> </ul>
<p><b>8</b> Students will learn about customer relationships and how to <i>get, keep, and grow</i> your customer base.</p>	<ul style="list-style-type: none"> <li>Examine methods of working with customers to create long-term relationships</li> </ul>	<ul style="list-style-type: none"> <li>Business Model Canvas</li> <li>Pitch 2</li> </ul>	<ul style="list-style-type: none"> <li>Standard 4.A: Identifying the market</li> <li>Standard 4.B: Reaching the market</li> <li>Standard 4.C: Keeping/increasing the market</li> <li>Standard 7.E: Managing Risk</li> </ul>

# Module 4 - Persevere or Pivot

Module Scope & Sequence		Activities	Deliverables	NBEA Entrepreneurship Standard
1	Students will learn about the Lean Startup Methodology, and its foundations.	<ul style="list-style-type: none"> <li>Identify principles of Lean Startups.</li> <li>Determine if current BMC is properly aligned</li> </ul>	<ul style="list-style-type: none"> <li>Business Model Canvas</li> </ul>	<ul style="list-style-type: none"> <li>Standard 1.D: Idea generation through innovation and problem solving</li> <li>Standard 7.A: Establishing a Vision</li> <li>Standard 7.E: Managing Risk</li> </ul>
2	Students will learn about pivoting.	<ul style="list-style-type: none"> <li>Define and discuss pivoting.</li> <li>Define and discuss iterations</li> </ul>	<ul style="list-style-type: none"> <li>Persevere or Pivot Reflection Project</li> <li>Business Model Canvas</li> <li>Pitch 3</li> </ul>	<ul style="list-style-type: none"> <li>Standard 1.C: Entrepreneurship skills and ethical responsibilities</li> <li>Standard 1.D: Idea generation through innovation and problem solving</li> <li>Standard 4.C: Keeping/increasing the market</li> <li>Standard 7.A: Establishing a Vision</li> <li>Standard 7.E: Managing Risk</li> </ul>

# Module 5 - Crunching the Numbers

Module Scope & Sequence		Activities	Deliverables	NBEA Entrepreneurship Standard
1	Students will learn about revenue streams.	<ul style="list-style-type: none"> <li>Define &amp; identify methods used to make a profit</li> </ul>	<ul style="list-style-type: none"> <li>Revenue Streams Project</li> <li>Business Model Canvas</li> <li>Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>Standard 5.A: Determining Cash Needs</li> </ul>
2	Students will learn about startup costs, ongoing costs and budgeting.	<ul style="list-style-type: none"> <li>Identify &amp; discuss costs associated with starting a business</li> </ul>	<ul style="list-style-type: none"> <li>Start Up Costs Project</li> <li>Ongoing Costs Project</li> <li>Budgeting Project</li> <li>Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>Standard 6.A: Business Records</li> <li>Standard 6.B: Utilizing and Interpreting Business Records</li> </ul>
3	Students will learn about retail pricing, wholesale pricing, markup, profits and return on investment.	<ul style="list-style-type: none"> <li>Discuss pricing techniques</li> <li>Discuss evaluations used to determine profitability</li> </ul>	<ul style="list-style-type: none"> <li>Mark Up Project</li> <li>Setting the Price Project</li> <li>Return on Investment Project</li> </ul>	<ul style="list-style-type: none"> <li>Standard 6.A: Business Records</li> <li>Standard 6.B: Utilizing and Interpreting Business Records</li> </ul>
4	Students will learn about sources of funding.	<ul style="list-style-type: none"> <li>Determine means used to fund a startup</li> </ul>	<ul style="list-style-type: none"> <li>Funding Sources Project</li> </ul>	<ul style="list-style-type: none"> <li>Standard 5.B: Sources and Types of Funding</li> </ul>
5	Students will learn about the importance of bootstrapping as a startup business.	<ul style="list-style-type: none"> <li>Define bootstrapping, discuss</li> </ul>		<ul style="list-style-type: none"> <li>Standard 5.A: Determining Cash Needs</li> </ul>



# Module 6 - Starting Your Startup

Module Scope & Sequence		Activities	Deliverables	NBEA Entrepreneurship Standard
1	Students will learn about tools that an entrepreneur can use to analyze a business.	<ul style="list-style-type: none"> <li>Identify &amp; discuss SWOT, PESTEL analysis</li> </ul>	<ul style="list-style-type: none"> <li>SWOT Analysis Project</li> <li>PESTEL Analysis Project (optional)</li> <li>Business Plan</li> </ul>	Standard 7.C: Leadership & Team Building Standard 7.E: Managing Risk Standard 9: Business Plans
2	Students will learn about common business ownership types.	<ul style="list-style-type: none"> <li>Examine business ownership models</li> <li>Discuss advantages &amp; disadvantages of ownership models</li> </ul>	<ul style="list-style-type: none"> <li>Business Plan</li> </ul>	Standard 7.B: Staffing a Diverse Workforce Standard 7.C: Leadership & Team Building Standard 8.A: Forms of Business Ownership Standard 8.B: Government and Legal Regulations Standard 7.E: Managing Risk Standard 9: Business Plans
3	Students will learn about ways that an entrepreneur can protect his/her business.	<ul style="list-style-type: none"> <li>Explore methods of protection used by entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>Business Plan</li> </ul>	Standard 7.C: Leadership & Team Building Standard 7.D: Managing Technology Standard 7.E: Managing Risk Standard 9: Business Plans
4	Students will learn about organizational tools that can help an entrepreneur create a strong foundation for his/her business.	<ul style="list-style-type: none"> <li>Review tools that help develop a framework to guide its employees</li> </ul>	<ul style="list-style-type: none"> <li>Business Plan</li> </ul>	Standard 7.C: Leadership & Team Building Standard 9: Business Plans
5	Students will learn about infrastructure-related elements of the Business Model Canvas.	<ul style="list-style-type: none"> <li>Discuss how Key Partners, Resources, Activities differ compared to other BMC elements</li> </ul>	<ul style="list-style-type: none"> <li>Business Model Canvas</li> <li>Final Pitch</li> </ul>	Standard 7.B: Staffing a Diverse Workforce Standard 7.C: Leadership & Team Building Standard 9: Business Plans

# IOWA

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BizInnovator Startup is an entrepreneurship education program, including professional development and curriculum resources, developed by the University of Iowa and approved for use in all 50 states. This program is delivered by the Jacobson Institute at the University of Iowa's John Pappajohn Entrepreneurial Center.