



# LEARN *to* START<sup>®</sup> School Programs



IN PARTNERSHIP WITH



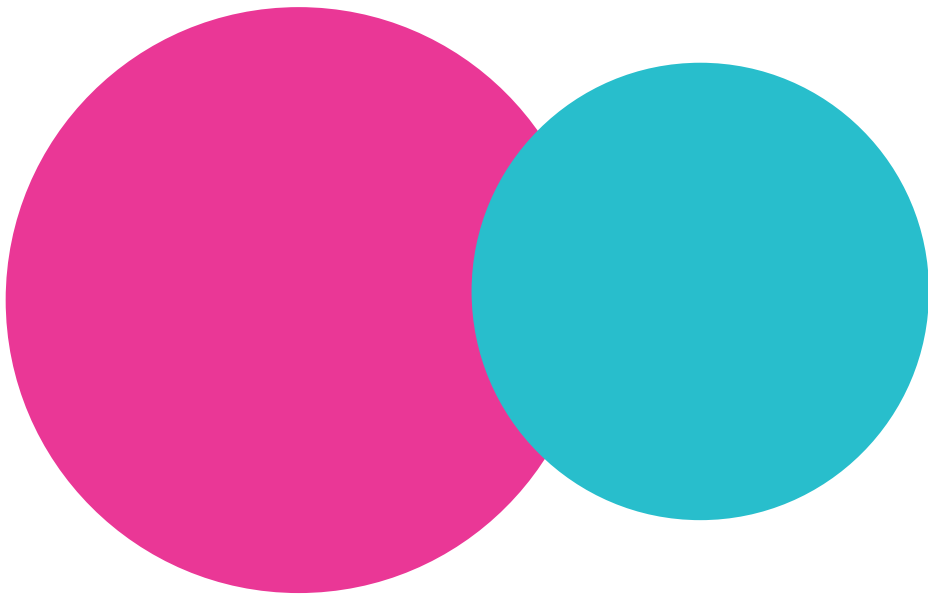
NORTHBRIDGE INTERNATIONAL SCHOOL  
CAMBODIA  
A NORD ANGLIA EDUCATION SCHOOL

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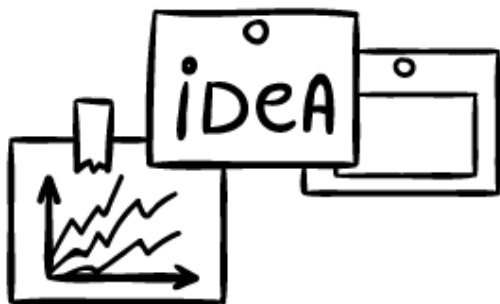
We live in a time when one  
*idea* can change the world...



The Learn to Start Program is not a business course. The Startup Studio is founded on the belief that traditional business courses are ineffective in assisting students in preparing for the 21st century world.

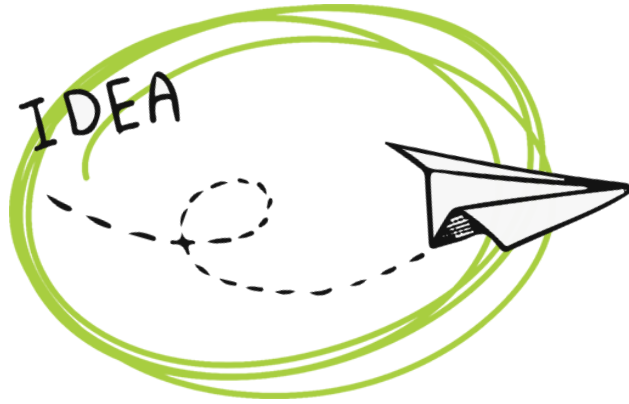


# TIME FOR CHANGE



The Startup Studio is a world leader in providing a disruptive solution to high schools. Our mission is to bring real and sustainable change into education so as to ensure students are learning the imperative “soft skills” that are now highly demanded by a 21st Century economy.





# A NEW IDEA IN EDUCATION

Using a new model in education, we build the essential skills in students through the discipline of entrepreneurship, but where entrepreneurship is simply the vehicle, never the expected outcome.



Creativity



Communication



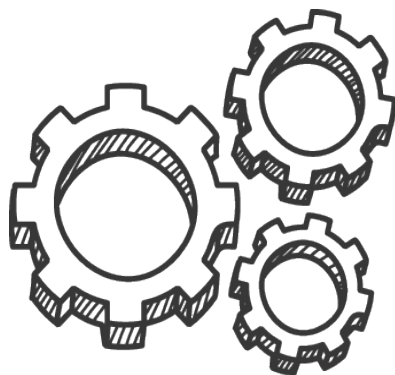
Critical  
Thinking

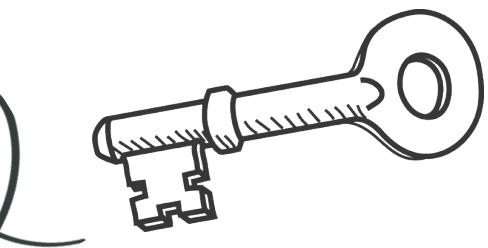


Collaboration



Empowerment





“One of the things that distinguishes American business from the rest of the world is the opportunity for entrepreneurship. Some of the world’s most successful inventions and businesses have their roots here. The earlier students can get exposed to the principles and practice of creating their own businesses, the better prepared they will be when they get out in the real world to pursue opportunities of their own.”

*James Hunter, Executive Vice President & General Counsel for  
Marriott Vacations Worldwide Corporation and member of  
The Startup Studio’s Global Ambassador Program*

# OUR MISSION

To be a **sustainable solution** that can  
bring about *real change* in education.

A thick, solid pink horizontal bar that starts from the left edge of the slide and extends across the bottom, ending under the text area.



# OUR PROMISE

To deliver a disruptive model of education founded on empowerment, performance, and wellness.



## EMPOWERMENT

Knowing yourself is the key to building empowered human beings. That is why at The Startup Studio it all begins with **Story**. We must help students discover themselves and remove them from a world where they are in a constant state of online bombardment and social media clutter. If we do that, we can begin building in them their true potential and show them how to properly tell their real **Story** in the world.



## PERFORMANCE

We build students capable of accomplishing real outcomes based in their interests and passions. At The Startup Studio we believe the only real metric worth measuring to quantify student success is the one that answers the question - **What can you do?** That is the only metric that will matter to a 21st century marketplace employer.



## WELLNESS

We seek to bring meaning to students who are currently challenged to reduce a very real relevance gap. At The Startup Studio we believe that the only way to accomplish that is to build powerful learning environments founded in **Love** and **Trust** where the teacher is replaced by powerful mentorship that is all supported by a new and cutting-edge disruptive model in education.



# HOW WE DO IT



## STORY

*Participants are challenged to tap into their own story and realize its amazing power.*



## TEAM

*Participants work in teams so as to experience, learn, and understand the power of effective collaboration.*



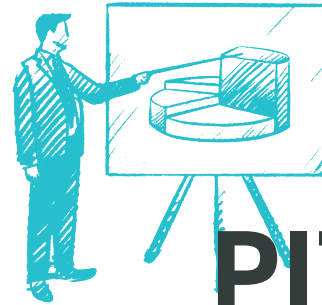
## BUILD

*Participants explore multiple processes of modeling a creative thought from ideation to execution but with the focus always on the builder and never the methodology.*



## PIVOT

*Participants use critical thinking to move from ideation to actual solution and value proposition creation, understanding that failure is the best learning tool.*



## PITCH

*We explore the true art of effective communication and the importance of selling yourself through self-branding to understand the power of self and the power of relationships.*

*Learn more:*

<https://bit.ly/howwedoit-v2>

# OUR CORE ELEMENTS

## New Classrooms

We build classrooms so that they represent environments wherein metacognition is in constant play and content is minimal.



## Businesses & Organizations

We ensure our programs are supported by a core group of Global Ambassadors that are fully invested in our mission and willing to open their doors to your students so as to give them access and transparency into the real world.



## Instructor Training

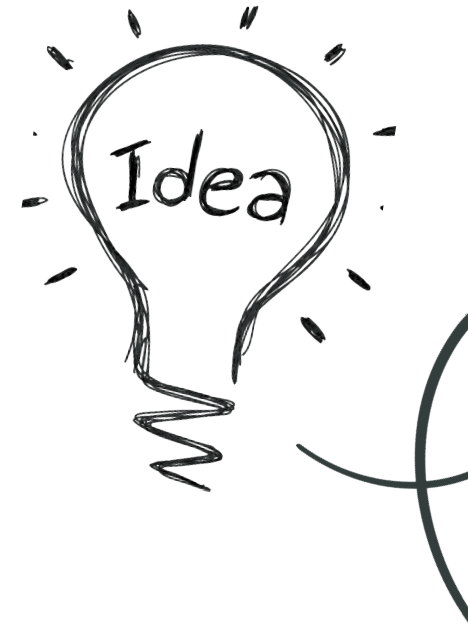
We provide highly effective training and support systems to the instructors that will deliver our Learn to Start curriculum, moving away from the more traditional methods of teaching and working to become the needed facilitators and mentors that these new environments require.



## Real-World Networks

We train and support all of our instructors in establishing a network of market leaders that act as real-world mentors who are willing to interact with our new classrooms and workshops, and all of whom are passionate about readying students for a 21st century marketplace.





“Students need to be trained to be

*life-long learners*

capable of handling constant change so as to be prepared for lives that enable them to monetize through multiple professions and career choices.”

- ANASTASIA HALL, Director of Curriculum & Training



STORY  
DEVELOP  
**LEARN  
TO  
START**  
BUILD  
BRAND



# OUR PROGRAM

LEARN  
*to* START®

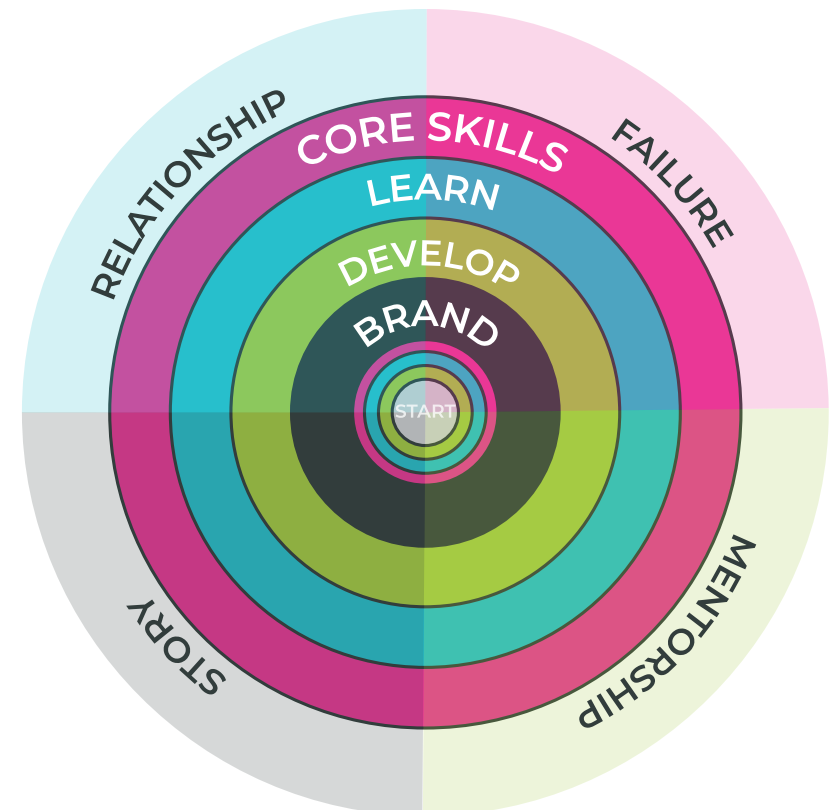


Each class instructor is provided with access to The Startup Studio's state-of-the-art Online Instructor's Guide for LTS1, LTS2, and LTS3 courses, which provides a breakout of tasks, activities, materials, and in-class discussion topics to ensure students exist within our Learn to Start Model. Through this online support site instructors have access to resources, tools, and ideas for supporting the guidance of students in the online and in-class components of the course.

## LTS1

**This is your School's year one elective course that will launch your Learn to Start Program.**

**Description:** LTS1 is a pass/fail course in which students learn how to tell their story and communicate their value as they develop their personal brands. Students will learn the importance of relationships, understand the value of feedback and experience failure as a part of the process, while identifying problems worth solving in the world and their communities.



# LTS2

**LTS2 is an optional level for your school should you choose to advance towards becoming a full program and a Startup Studio Flagship School. This level can be added anytime and will require adding a full time LTS instructor to support the number of classes now being offered.**

**Description:** LTS2 is a pass/fail elective course in which students journey through the process of turning concept into action guided by the LTS model. Students are challenged to seek out mentorship from our vast community of local, national, or global businesses as they continue to strengthen their core skills and gain expertise as they pursue their passions and interests.

# LTS3

**LTS3 is an optional level for your school should you choose to continue advancing towards a full program and becoming a Startup Studio Flagship School. This level serves as an autonomous year either scheduled during the time of the other LTS years, or viewed as an independent study option.**

**Description:** LTS3 is a pass/fail elective course in which students, empowered by years 1 and 2, learn, work and grow within an autonomous system. Students pursue mentorship through their established networks to guide the process of testing their startup concepts against the LTS metrics of efficiency, sustainability and profitability. Ultimately, students use entrepreneurship as a vehicle to empower themselves to act as free agents in the world.





# VIRTUAL LEARNING

The Startup Studio's Learn to Start program is rooted in four classroom environments: story, relationship, failure, and mentorship. With these foundational elements, our instructors are prepared to achieve student outcomes in a physical, digital, or hybrid model of education. Our instructors have a new relationship with time because the curriculum does not mandate content.

As they guide students in the development of their skills, students determine the areas of knowledge they want to grow in, making time something of surplus rather than scarcity. Students understand the power of story which has them standing up and sharing every day in our physical classrooms and creating effective digital content in our virtual classrooms.

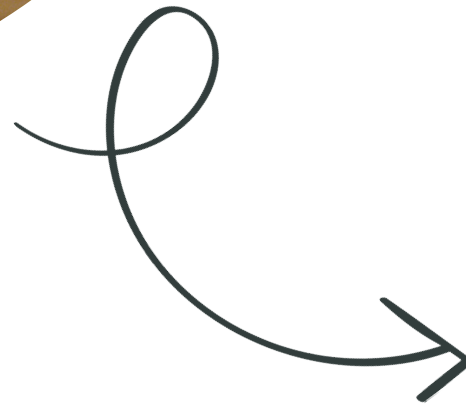
Our instructors replace discipline with creating moments of opportunities for each individual student to take advantage of allowing for an engaged and present class regardless of the setting.





Live, honest feedback is a trademark of the program as students take risks they are met by support from their peers. They speak directly to one another and really see and hear each other. The virtual assets we have built enable the level of mentorship available to students to increase exponentially.

Our students can experience stories of successful entrepreneurs and professionals by simply logging on. Access is everything and our Learn to Start students' access to story, relationship, failure, and mentorship has only increased as we embrace the virtual world of education.



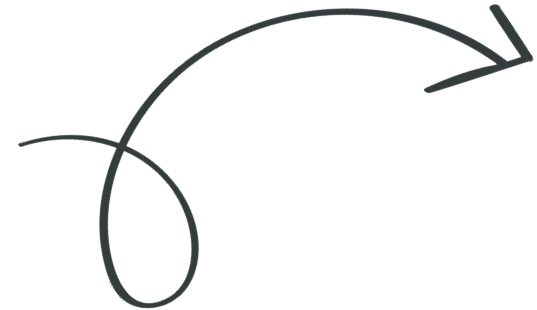


# VIRTUAL TRAINING

As the Learn to Start program expands around the world, we have built a state of the art Instructor Portal to support our new schools. Instructors are guided by our Director of Curriculum and Training, Anastasia Hall, as they immerse themselves in the curriculum and tap into our carefully curated trove of digital resources.

Instructors virtually meet with Anastasia weekly and have access to a cutting-edge content platform like nothing offered in the world today that gives Instructors access to the real world of entrepreneurship.

Our new instructors have access to our current classrooms and products of student growth to solidify their understanding of this new classroom environment.





# VIRTUAL ONBOARDING

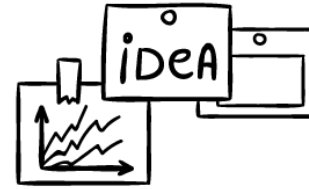
Our onboarding process for each of our new schools focuses on aiding in the school-wide understanding of the mission, vision, and promise of The Startup Studio. Using digital platforms, CEO and founder, Gary Conroy and Director of Curriculum and Training, Anastasia Hall, meet with the administrative, College Advising, Admissions, and Marketing teams.

Our Learn to Start program aligns with the missions of each of these teams; it is that alignment that allows the school to effectively communicate the value of our partnership to the parent community and the student body.

Each of these teams receives a complete package of onboarding resources from digital booklets to high quality promotional videos to help them complete a successful onboarding process.



# 10 STEPS TO EXECUTE



*the **LEARN to START** program in your school*

## 1. ALIGNING VISION

We begin by discussing with school leadership and key decision makers all the details of the program so as to ascertain whether The Startup Studio is the right fit for your school and your school the right fit for The Startup Studio: The Startup Studio is an expert in culture building and asset management and believes that the first step to building real and sustainable change must start with the communal alignment of vision and resources.

## 2. IDENTIFICATION OF THE INSTRUCTOR

We are always looking to identify an instructor already within your school organization. Our program offers the right teacher the opportunity to become a powerful mentor who will be trained to manage and facilitate a Learn to Start environment. The Startup Studio is a school-within-a-school model and will give the instructor access to a more global approach to how learning can be facilitated all through the lens of entrepreneurship.

## 3. BUILDING THE PROGRAM INTO THE SCHEDULE

Our experts have years of experience in curriculum scheduling inside of schools and we will work with your school to build a ground-up schedule based on your overall schedule and limitations. Our required contact time with students is a minimum of 3 hours per week as a full-time offering within the high school and is available to all students regardless of grade. Students must complete year 1 before advancing to year 2 and must complete year 2 before entering into the year 3 incubator.

## 4. IDENTIFICATION OF SPACE

The Startup Studio is a school-within-a-school model. We believe space has major implications on how a student learns. We work closely with our schools to identify the optimal space in which to launch the program and all within the appropriate means and resources of the school.

## 5. CONTRACT EXECUTION

Once we have clearly accomplished steps 1-4, we will move to contract execution.

STARTUP



## 6. TRAINING SCHEDULE

Initial training of the instructor will be scheduled during the summer months prior to the program launch. Initial training is an immersive three day process. Schools will be responsible for their teacher's travel, accommodation, and food expenses. (The Startup Studio does provide lunch during training days). Training for all North and South American School Instructors will be located at NAE's North Broward Prep School in Coconut Creek, Florida. Training for all our Asian School Instructors will be located at our offices in Da Nang, Vietnam. We are adding more training locations as needed.

## 7. SPACE CREATION & LAUNCH

Once Instructors finalize their three day training we will order all the space supplies to prepare their Startup Studio classroom for launch. Instructors will also be guided in how to set up their online support portal accounts and all the technology required to run the program will be connected and finalized.

## 8. BUILDING OUT AN INITIAL NETWORK

The Startup Studio will come alongside the instructor in the early months of the program to assist her/him in connecting with key people in the local community (most likely parents) to be the first ambassadors of the program to ensure a solid network is established in each school. This will ensure we get an immediate beginning point to establish local market connections and mentorship. In addition, over time The Startup Studio will be identifying through its own network of Global Ambassadors a list of area businesses, higher ed partners, and entrepreneurs who will come alongside the program.

## 9. ONGOING SUPPORT & CONNECTIVITY THROUGH TECHNOLOGY

Training and support is constant and ongoing inside of The Startup Studio. Instructors will be in constant connection with our Director of Training and Curriculum to ensure they are being provided all the support they need to succeed. In addition, we use video conferencing technology to join together all of our classrooms as part of building a global community for all of our students and instructors as well as to guide our instructors and provide them ongoing mentorship.

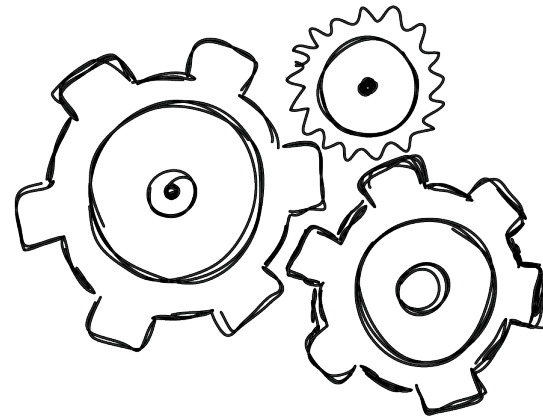
## 10. STARTUP STUDIO VISITS

The Startup Studio will regularly visit our schools to ensure students, instructors and school leadership are being provided a strong connection into the world we seek to provide.

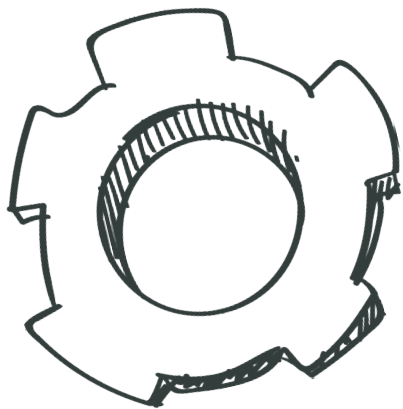
Entrepreneurship is not something we can teach the masses using innovative charts, models and fancy text books.

*Entrepreneurship is a mindset.*





RESILIENCE  
GRIT  
EMPOWERED  
FREE  
AGENCY



GROWTH  
STORY  
CREATIVITY  
CRITICAL  
THINKING

# BEYOND THE PROGRAM



## LEARN *to* START Certification

The mission of The Startup Studio is to bring real and sustainable change to education. As part of ensuring that change is fully realized, our Learn to Start Certification Program for Educators is currently in beta and will be ready for launch by fall of 2020.



## LEARN *to* START Workshop for Educators

The Learn to Start PD Educator Workshop has been designed with teachers in mind. It is The Startup Studio's most powerful workshop to date. Instead of offering teachers more professional development on "why they must" change, we come to compassionately and carefully act as a solution that is a "how to" change.

Using our trademarked process, Learn To Start, we work alongside teachers in a highly interactive, hands-on, three day workshop to ensure everyone leaving the room walks away with a very real solution that can empower their desire to bring about their own real change, regardless of the subject they are teaching.





## A SUMMIT in ENTREPRENEURSHIP

This immersive, two-day event, built exclusively for The Startup Studio's community of students, mentors, and school leaders is a one-of-a-kind experience where education and entrepreneurship intersect.

Unlike anything offered in the market today and uniquely crafted for students of The Startup Studio's Entrepreneurial Studies program, the Summit puts students in a professional conference setting working directly with world-class mentors building solutions to real-world problems.



## UCF SUMMER EXPERIENCE

Built in partnership with The University of Central Florida, this one-week immersive camp is hosted on the campus of the USA's largest university. Empowering students to delve deeper into their true passions and interests and harness them in a way that provides clarity for them to move forward as change makers in the world, students use the discipline of entrepreneurship to help develop them into self-empowered free agents who have a profound understanding of their own power and how to funnel it to drive meaningful results as they continue their education and development.

*Additional services we provide  
our school partners.*



**Center for Entrepreneurial  
Leadership**

UNIVERSITY OF CENTRAL FLORIDA

POWERED BY THE STARTUP STUDIO

# STORY<sup>in</sup> *Motion*<sup>TM</sup>



Our metric for student success is based in a student's ability to accomplish their goals.



**I am Alejandro Gonzalez**

"The real difference between The Startup Studio's Learn to Start program and most of my other classes was that the value of the experience was clear; no longer was there some arbitrary grade and homework that we had no way to determine the value of. Instead, we could see entrepreneurs from all over the world using the very same principles we were learning, even face-to-face sometimes."



**I am Brett Wallack**

"The Startup Studio gave me a way to express myself through being able to freely develop any idea I wanted into a true real-world business. A whole new side of me got to shine that never before had, and it taught me more lessons than any other school class has ever taught me."



"I didn't fully know the meaning of networking until I experienced it. It's incredible the number of people I met this year thanks to this program. From patent lawyers, financial advisors, and even the ex-president of MAC Cosmetics, I now have some big connections which might even help me in the future. The world is full of successful people who are willing to spend their time mentoring young entrepreneurs like us; you just have to get yourself out there and don't be shy to ask for help!"

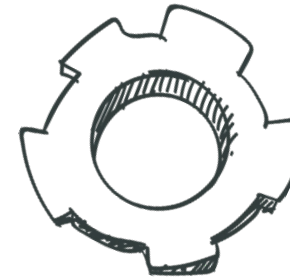
**I am Carolina Vellar**



**Matthew Custage**

Sr. Vice President of  
FUEL Partnerships

"The Startup Studio offers students an unparalleled opportunity to build skills that will benefit them across any career path they choose."



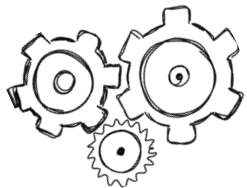
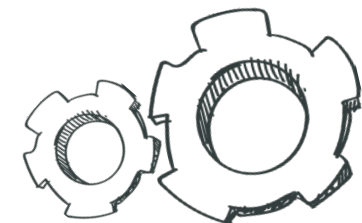
"I support The Startup Studio because the future is created in the present, and investing in today's young minds insures that tomorrow is better."



**Simon T. Bailey**

Founder & Leader of the  
SPARK Movement

"The Startup Studio is changing lives by developing independent thinkers through innovation in education, shifting the way our students think, opening minds, and involving the entrepreneurial community in education. This program should be a part of every school's curriculum."



**Julia Aquino-Serrano**

Founder & CEO of  
All Systems Grow



# WHAT'S BEING SAID



"This experience has made my son, who once doubted himself, into a confident, young man who is now certain that if he can dream it, he can do it. I haven't seen him so happy in a long time."

*- Elida & Joshua Wallack (parents)*

"In our experience at Windermere Preparatory School, we have seen the growth and development of our students as entrepreneurs have an amazing positive impact on their ability to self regulate their learning, to identify what they need to learn next, and to interact with adult professionals with confidence in unfamiliar situations."

*- Dr. Steven Lyng (Windermere Prep Head of School)*

"This program has allowed us to infuse the requisite skills that are really needed in business into our kids, to give them a chance to really work in an authentic way in a business setting."

*- Bruce Fawcett (North Broward Prep Head of School)*

"Starting my first company, King Drone Services, at sixteen years old was an invaluable experience. Being in The Startup Studio empowered me with the skills to move forward on my dreams and passions"

*- Ryan King (WPS LTS Program Graduate)*







The fact is that given the challenges we face, education doesn't need to be reformed - it needs to be *transformed.*

- Sir Ken Robinson

**INTERESTED IN BECOMING A STARTUP STUDIO SCHOOL?  
CONTACT US TODAY!**



**THE  
STARTUP  
STUDIO**

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