



Curriculum: Somerville BuildCorps Incubator at Canopy

Overview and Assessment Criteria: Over the course of 28 weeks, students will work in small teams to create a “startup” that will lay the groundwork for making meaningful connections within the local community, learning technical skills, and applying the skills needed to solve real-world problems. Students will be evaluated on the quality of their **ideation**, their **technical competence**, their **entrepreneurial mindset** and their **effective communication** in pitching their idea.

The problems students identify might relate to one or more of the following themes: Poverty, Environment, Peace, Racial, Ethnic & Gender Equality, Health and Education.

Somerville BuildCorps Incubator at Canopy

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PHASE ONE

- UNDERSTAND YOUR ECOSYSTEM
- IDEATE
- IDENTIFY A PROBLEM
- FIND RESOURCES TO SOLVE IT

PHASE TWO

- RESEARCH YOUR MARKET
- PROTOTYPE
- STRATEGIZE
- MAKE, CODE, CREATE ETC...

PHASE THREE

- BRAND, VISUALS, LOGO...
- PITCH
- DEMO
- ENTER THE NEXT PHASE...

Coming Soon
14 Tyler St.
Union Square,
Somerville

For more info, visit: www.canopy.city and click on: "Events & Programs"



What to Expect?

Through the Somerville BuildCorps Incubator at Canopy, students will become full-fledged members of the innovation community where they will be exposed to the principles and habits of mind of today's successful entrepreneurs--some of whom they will be working alongside with in the Canopy community coworking space.

One of our goals is to serve as a foundational base from which students can explore careers in the innovation economy and to provide a head start on knowing how to think about which types of roles or companies might interest them. The objective is to give Somerville students an understanding of what startups are, what it means to build a career in an entrepreneurial company and how startups think about product development and problem solving.

Validated learning will be at the core of the program: Have an idea, build it, test it, measure and learn. Students will be expected to clearly outline and provide evidence through facts and statistics about the problem they are addressing and create a new technological solution that effectively addresses the problem that was outlined.

In developing a business plan, students will be able to explain their reasoning for their chosen business model (free, subscription, freemium, etc....) and support their claims with facts and statistics.

In communicating their idea to a wider audience, students will use multiple modalities for various purposes. For example, they will create a demo video that demonstrates the functionality of the technology they have developed--be it a mobile app or hardware. They will also be required to create a pitch in both "live" and video formats and to cater their pitches to specific audiences.

Throughout the process, students will be expected to demonstrate passion and energy in serving as ambassadors for Somerville Public Schools as they connect with key players in the local innovation ecosystem. This program will culminate in a celebration at Canopy in which students will have the chance to share their work with the larger community and to receive meaningful and relevant feedback, as well as opportunities for future mentorship or internships.

Sessions will run on Mondays and Wednesdays from 3:30-6:30. Most sessions will take place at either Canopy's coworking space at 14 Tyler Street in Union Square or at the FabLab in Somerville High School. Community connections will be integrated throughout the program. Additionally, students will be visiting local innovation companies. The schedule for these excursions, which will occur during normal session times, is TBD and will be announced shortly.

Once our group is finalized, we will also adopt a communication system for delivering updates and establishing two-way communication with students and their families.

Contact: somerville@canopy.city



Schedule 1st semester

Wk	Topic/Activities	Date		Location
		Alumni 2017 Mondays 3:30-6:30pm	New students Wednesdays 3:30-6:30pm	
1	Kick-Off 1st semester & Team building	10/2	10/4	Canopy, 14 Tyler Street, Third Floor
2	Ideation – Understand your ecosystem What issue do you want to solve in your community?	10/10 (!)	10/11	Canopy, 14 Tyler Street, Third Floor
3	Ideation – Solutions Find resources to solve the identified issues in your community	10/16	10/18	Canopy, 14 Tyler Street, Third Floor
4	Market Research - Find out what's a market - Define your target market & target customers - How will your technology fit into the marketplace?	10/23	10/25	Canopy, 14 Tyler Street, Third Floor
5	Introduction to technology resources & Paper prototyping	10/30	11/1	Canopy, 14 Tyler Street, Third Floor
6	Product description & Paper prototype - Get feedback on your product description & your paper prototype - Revise your product description & your paper prototype based on feedback	11/6	11/8	Canopy, 14 Tyler Street, Third Floor
7	Competitive analysis - Get feedback on your competitive analysis - Revise competitive analysis based on feedback	11/13	11/15	Canopy, 14 Tyler Street, Third Floor
8	- Use technology to create MVP (minimum viable product) - Begin to develop your business model and brand	11/27	11/29	Canopy, 14 Tyler Street, Third Floor
9	- Use technology to create MVP - Continue to develop your business model and brand - Get feedback on your business model	12/4	12/6	Canopy, 14 Tyler Street, Third Floor

	and brand			
10	- Use technology to create MVP - Edit & finalize your business model and brand based on feedback	12/11	12/13	Canopy, 14 Tyler Street, Third Floor
11	- Use technology to create MVP - Begin to develop your business plan , your logo and visuals - Specialized technical skills	1/8	1/10	Canopy, 14 Tyler Street, Third Floor
12	- Use technology to create MVP - Continue to develop your business plan , your logo and visuals - Get feedback on your business plan, your logo and visuals	1/16 (!)	1/17	Canopy, 14 Tyler Street, Third Floor
13	- Use technology to create MVP - Edit & finalize your business plan , your logo and visuals based on feedback	1/22	1/24	Canopy, 14 Tyler Street, Third Floor
14	Reflection of 1st semester	1/29	2/7	Canopy, 14 Tyler Street, Third Floor

Schedule 2nd semester

Wk	Topic/Activities	Date		Location
		Alumni 2017 Mondays 3:30-6:30pm	New students Wednesdays 3:30-6:30pm	
1	Kick-Off 2 nd semester	2/26	2/28	Canopy, 14 Tyler Street, Third Floor
2	- Pitch & Demo Video Guidelines - Learn about pitch and demo video storyboarding - Develop marketing strategy - Continue to create MVP	3/5	3/7	Canopy, 14 Tyler Street, Third Floor
3	- Plan your pitch video & storyboard - Get feedback on your pitch video plan - Continue to create MVP	3/12	3/14	Canopy, 14 Tyler Street, Third Floor
4	- Film your pitch video - Get feedback on your pitch video - Continue to create MVP	3/19	3/21	Canopy, 14 Tyler Street, Third Floor
5	- Edit & finalize pitch video based on feedback - Continue to create MVP	3/26	3/28	Canopy, 14 Tyler Street, Third Floor
6	- Plan your demo video - Get feedback on your demo video plan Continue to create MVP	4/2	4/4	Canopy, 14 Tyler Street, Third Floor
7	- Film your demo video - Get feedback on your demo video - Continue to create MVP	4/9	4/11	Canopy, 14 Tyler Street, Third Floor

8	- Edit & finalize demo video based on feedback - Continue to create MVP	4/23	4/25	Canopy, 14 Tyler Street, Third Floor
9	- Create your pitch deck - Get feedback on your pitch deck	4/30	5/2	Canopy, 14 Tyler Street, Third Floor
10	- Edit & finalize pitch deck based on feedback - Get feedback on MVP	5/7	5/9	Canopy, 14 Tyler Street, Third Floor
11	- Edit & finalize MVP based on feedback	5/14	5/16	Canopy, 14 Tyler Street, Third Floor
12	- Make any last edits and revisions - Reflection	5/21	5/23	Canopy, 14 Tyler Street, Third Floor
13	Submission! Make sure you have everything ready. Reviewing Judging Rubric and rehearsing for the Canopy Pitch event	5/29 (!)	5/30	Canopy, 14 Tyler Street, Third Floor
14	BuildCorps Incubator Pitch Event	2 nd week of June 2018		Canopy, 14 Tyler Street, Third Floor