# Gwen Learning
## Start-Up Tech

**2 hour -virtual class/ 3 weeks**

Coding Meets the Entrepreneurial Mindset in a Emerging Digital World

*Startup Tech is a blended learning tech-entrepreneurship course that asks students to identify ways to improve their world and to build marketable digital solutions using MIT App Inventor.*

*Students create an original app that addresses a community need, develop an abbreviated business plan using lean startup tools and methodologies.*



## Program Content

• **Introduction to Startup Tech and Entrepreneurship**
Students will be introduced to the entrepreneurial mindset and skills that can help them achieve success in both tech entrepreneurship and doing business in the digital space. They also will build one app with MIT App Inventor, a drag-and-drop tool that allows users to create functional mobile apps that can be downloaded to any iPhone or Android device.

• **Introduction to App Development**
Students will deepen their skill set with MIT App Inventor by creating a mobile apps by following tutorials, then enhancing these apps through independent work. Throughout the sessions, students will engage in app design sprints and investigate how the way they think can help them find their niche market in which they would thrive.

## Careers in Technology

Students will investigate trends, careers, entrepreneurship, and technology as it relates to various career clusters. While learning about the potential of building a business in technology they will also determine a sustainable business model to deepen their understanding of tech entrepreneurship.

## App Development

Students will work in teams to create their own original app idea as a milestone project. To participate in the Startup Showcase, students will conduct market research, create wireframes of their app, and translate their wireframes into functional mobile apps using MIT App Inventor.

## Startup Showcase

Students complete the final pieces for the Startup Showcase. They create an expo board and slide deck, then practice their elevator pitch. They receive peer feedback that they can use for their final revisions before presenting their work to a panel of judges. After the Startup Showcase, students will reflect on what they learned from their experience