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**Launch Party:
Get Started Up!**

**Basic Lesson Plan for
Launch Party: Get Started UP!**



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Why Service Learning Approach

If the Common Core State Standards (CCSS) are a roadway leading students to career and college readiness, service-learning is a vehicle for helping them get there in style.

Service-learning is a research-based teaching and learning strategy that engages youth in service to meet learning objectives and address real-world issues.

Below are some key traits of the CCSS and how service-learning correlates.

Demonstrating literacy with a variety of texts — As students investigate an issue, they read a variety of texts, such as primary documents, arguments, books, and charts. They use a variety of communication tools with diverse people and organizations. Applying learning to new situations, especially real-world contexts — By definition, service learning challenges students to demonstrate academic literacy through application in new situations, to solve a problem, or to carry out a project that address a real-world issue.

Knowledge and skills for success in college and career — Students engaged in service-learning work collaboratively, exercise communication skills and think critically as they use the service learning process to address the identified need. Students demonstrate social responsibility as they solve problems big and small, global and local. Engaging students in critical thinking and problem solving — The service-learning process engages students in investigation to analyze an issue, propose solutions, take action, and reflect on and evaluate their results and impact. Students encounter obstacles and opportunities that they work through with their peers, with guidance from teacher facilitators.

Social Entrepreneurship is a form of service-learning!

Project Extensions for Service-Learning

Bell ringers for other math classes –

Have students create 3-5 word problems to use as a bell ringer to highlight various aspects of running a business. Some aspects that could be addressed are break-even point, profit margin, pricing, projected revenue, and social media marketing. This could be used around to emphasize observances such as Labor Day or Small Business Day. Students may also see businesses in the local community that they would like to make the students aware of.

Posters-

Have students design a poster posing a scenario or question using the statistical data or numerical facts. Posters can be distributed to other schools, community centers, and online.

Mini-workbooks-

Students can combine their efforts to create a mini-workbook to teach younger students about a how business work. The mini-workbooks can be used for peer-tutoring or teacher resources.

Websites-

Students can create a website that showcases the process of building their own business. It can be marketed on teacher resource websites and entrepreneurship websites.

Animations-

Students can use Xtranormal, GoAnimate, Toondoo or a similar to create a scenario that uses the statistics and numerical data in a solution to a business issue.

Project Description

Overview of Project

The inspiration behind my project has been the students need to be motivated and do not know much about how the business world functions. I wanted to incorporate the competitive aspect like SHARK Tank and give students motivation to work throughout the school year.

Student Impact

Students have scored better on classroom and state assessment. They are able to envision themselves as entrepreneurs.

Project Description

The Launch Party project energizes and inspires students to see their potential when working on a team. Students learn how to use their natural talents and skills to contribute to a business enterprise and brand. Students participate in discussions and brainstorming sessions about how to transform their ideas into an actual business. These sessions are based on the concepts presented in the Technokids Curriculum and other supplements. Afterwards, they vote on the top 3 business ideas and form teams around those ideas.

Once students decide on their business team, they refine their business plan, advertisements and promotional items using TechnoKids curriculum projects. Students decide how and where to promote their products and services.

The goal of the Launch Party Project is to provide an entrepreneurial experience that encourages students to explore their work together to reach a common goal. The project design incorporates math, language arts, and technology, while promoting critical thinking skills and creativity. After participating in this project, students gain a stronger sense of self-awareness, achieve academic success in the classroom, and increase cooperative learning skills.

Student Population

Traditionally, the entire math class has participated in this project, regardless of past achievement levels. Previously the project has been done with students in grades 9-12, but it can be adapted to be used in grades 6-8. For example, younger students can work as a class to design their business so that the workload split among all students. This project can be used in both small and large groups.

Basic Materials List

- Techno Kids Curriculum Projects
- Paper
- Ink/Toner
- Pencil/Pen
- Calculator
- Computer with Internet Access

Additional Lesson Resources

Possible lesson resources can include field trips at school and away from school, the media center, Internet, teacher resource books and/or guest speakers. Inviting the mentor for this project will definitely help motivate your students and give them helpful advice.

Basic Lesson Plan for Launch Party: Get Started UP!

Objectives:

Students will be able to create their own business using their own idea of what makes money and their capacity.

Students will be able to describe a business idea based on profitability and sales audience.

Standards:

MA.912.A.10.1: Use a variety of problem-solving strategies, such as drawing a diagram, making a chart, guessing- and-checking, solving a simpler problem, writing an equation, working backwards, and creating a table.

MA.912.A.10.2: Decide whether a solution is reasonable in the context of the original situation.

Anticipatory Set:

Show episode of Shark Tank

Explain that participants on the show are vying for an investor to make money. Ask students what could the entrepreneurs (who did not get funded) have done to get funded.

Discussion Questions:

What businesses do you like to visit? What do other students like to buy? How do you figure out if you can make money in business?

Introduction:

Explain to students that they will be developing their own brand and business using math and technology. Ask the students how many of them wish they were rewarded more for working hard throughout the school year and then that this projects will bring rewards.

Procedures:

1. Complete a mini-lesson on each of the 12 competencies
2. Have develop a business plan based on the Prosperity Plan
3. 3. Students Students vote on the best Ideas

Closure: Discuss students ideas and have them decide on the idea that they want to pursue by the next meeting.

Excerpts from “How to Build the Ultimate Business” with Commentary

Two traits of people who go from Zero to \$100 Million

It is fascinating to study what makes the difference between a person who owns a corner store that stays a corner store or a person who owns a corner store that becomes Wal-Mart. Our company has studied this extensively, but let us at least share two of the traits for now. The first and most important trait is decisiveness. The person who is going to run an empire (whether hired into the position, or building it from scratch) is a very decisive person.

These are the people who make the big decisions, often with a total lack of proof. They use their gut instincts. They make the decisions to pursue a path that others are too timid to pursue. They make the decision to change direction, hire new people or fire weak people. The bottom line, they are decisive and they are decisive quickly, they simply don't hesitate.

The second trait, we can help you with more readily than decisiveness, because decisiveness is a more innate personality trait that is difficult to teach people (though not impossible, and you'll see how). The second trait of empire builders, or at the very least, successful people who have a business that runs without them, is that they use the three P's. Without these you cannot build a successful business, period.

Running a business requires the three P's; Policies, Planning and Procedures

One hour per week, if you're smart, you are going to sit down with your staff with the three P's in front of you and you are going to engage in the proactive process of improving every area of your business.

Wal-Mart simply would not ever become Wal-Mart if they didn't have a policy for every little thing that goes on in the store. You cannot grow an organization unless you have excellent policies, procedures and constant planning sessions.

If you don't have the three P's

If you don't have the three P's, it's up to each individual employee to decide everything from customer treatment to sales procedures to even filing systems. Without a constant focus on the three P's, everything in your organization will vary according to the individual talent, skill and even mood of each employee. Make it clear to everyone how everything is supposed to be done. Do this in one-hour sessions each week. In a larger company this is done by department, with a separate weekly meeting for management of the various departments. In a smaller company, under 20 employees, do it with the entire staff.

In this one hour, keep taking different areas of the company to polish and perfect. We teach a very effective technique for really getting the most out of your one hour, but even without

further help from us, be determined to have at least one proactive problem, solving, move-the-company-forward hour per week (for larger companies, have one per department).

12 Competencies, One Hour Per Week (or per Session)

After thousands of consulting sessions and extensive research on behalf of our clients, we've discovered that there are 12 areas of competency that make for an excellent organization. If you will focus on these areas, once per week, for one hour per week, you will start to see a marked improvement in your business.

The trick is that your effort will be proactive and, more important, consistent. The lessons we've learned about consistency have taught us that it is the only way to really improve anything. The secret to great accomplishment in karate is not in learning 4000 different moves. There aren't 4000 different moves in karate. There are 12 moves. Becoming a master is not about doing 4000 different moves; it's about doing 12 moves, 4000 times each. The same is true for all areas of accomplishment. Golf, tennis, sales, customer service, ALL areas of competency require repetition of fundamentals.

Sales as An Example

Anyone who has ever managed salespeople knows this to be true: One salesperson is good at follow up, but has a tough time getting in the door. Another salesperson is great at getting in the door, but has a terrible time at follow up. Another salesperson closes like a champion, but has poor rapport skills, while another salesperson has excellent rapport skills but is very soft in the close.

These are all skill areas, and what we consider to be the "basics" of selling. The salesperson who is weak at follow up will only become good at it when there are standard procedures of minimum acceptable behavior. And so on for every area of your company.

The true secret to improvement in your company

How many times have you come back from a seminar with an idea that you knew was great, only to have the idea go nowhere. You explained it to your staff. They agreed it was a good idea. They agreed to try it. They even DID try it. It even worked, and within a few weeks, no one was doing it anymore. What happened?

The 12 areas of competency that are listed below will do very little for you if you do not consistently revisit them. Greatness is not accomplished by an event (a one time idea or inspiration); it is only accomplished by a process. A diligent and consistent process.

We recommend that you rotate the 12 areas of competency every 12 weeks. Go over one of the 12 areas once per week for an hour per week. This is three months of positive proactive working ON the business.

At the end of the 12 weeks, however, comes the real secret. Begin again with the first area, and go back through all 12 competencies again over the next 12 weeks. With this process, you will run through these 12 areas four times within a single year. That's how you make real progress. Each time you go through the 12 areas, choose another single task/area of business/skill/issue on which you will focus. Take that area and apply the three P's. Work on how you can make plans, policies and procedures that will improve and enhance each given area.

The 12 Areas of Focus To Transform Your Business

1) Skill Enhancement Through Training: Most people do not take the proactive time, on a regular basis, to engage in the three P's. When you do, your business improves on all fronts, and so do your skills. But this cannot happen with you working alone, trying to fill in your people casually here or there. Whether you have one part time employee, or three thousand, in order to build a great team in which everyone is on the same page, you must involve your staff in the process.

Tell your staff that you want more and better procedures, policies and plans on how to improve the business and make it run better. If you want a business that can run without you, you need a policies and procedures manual. Most would think this is a daunting task, but we'll show you how it can be done easily and in only one hour per week.

Building a 3 p's manual will enable you to grow your business more effectively. Look at each area of skill necessary to run a business, choosing one small item or area at a time, and then look at what type of training and/or how the three P's might make the area improve. There are also many different ways to help people learn. Find which ways work best with which individuals. Again, we can show you dozens of ways to implement anything, but with or without our help, YOU need to be proactively attempting this on your own.

2) Strategy Vs. Tactics: This single area of competency could be the most important of all. Most executives that we've worked with, in the biggest companies in the world, are so tactical that they don't even understand strategy, even when it is painstakingly explained to them. To understand this important competency is to multiply all of your marketing abilities without spending a single additional dollar.

" Strategy" is the overall impact, the ultimate position that you would like to have in the market. "Tactics" are the things that you do to achieve that position. Every tactical interaction (meeting with a customer or any other situation where you come into contact with current or potential customers) can be a significant strategic opportunity. Every tactic (an ad, a direct mail piece, a trade show, a sales call) can be a significant strategic opportunity. The question becomes, do you have an ultimate position in mind, first as a company and second, for each particular strategy?

Let us give you a few ideas here. Here's a great strategic position to which any company could hope to aspire: "To be the best known, most trusted and respected company in your target market." If that is your overall goal, than you have to ask what your tactics do to achieve this important goal. If your salesperson is simply trying to make a sale, then they are operating tactically.

If you can think strategically, then you must be asking yourself what's the most I could hope to accomplish with each tactic? If your answer is: To make a sale, then you will always be chasing the sale of the day, and NOT building anything sustainable. For example, let's list other objectives you could achieve with the same tactic, given the right thoughts, plans, policies and procedures:

1) To build in brand loyalty so they ALWAYS want to buy from us whenever they need our type of product or service. 2) To generate referrals from every current, past and new customer. To do this you must have highly motivational policies, plans and procedures built into each aspect of your tactical deployment. 3) To be respected above all our competitors. Again: great goal, but what are you doing at the tactical level to have THIS actually occur?

We could give you at least six more additional strategic objectives for each tactic, but the point is that you need to be thinking and acting strategically so that your tactics maximize.

Meaning, if you place an ad in a newspaper or magazine to attract new customers, does that ad appeal to the broadest possible audience? Let's take a chiropractic ad as an example. Most chiropractor advertising is completely tactical. Their ads say things like: "Smith Chiropractic, we'll get you out of pain quickly."

Studies show that only 16% of the population use chiropractic, while fully 85% of the population complains of neck or back problems (back pain is the second most common reason for visiting a medical doctor). The majority of people have not yet pursued chiropractic care, are not interested in chiropractic care, and may even be against chiropractic care. Therefore, the minute you put the word "Chiropractor," or "Chiropractic" in the heading of your ad, you just reduced the potential appeal of the ad. How about a heading that says something like: "If you suffer from back or neck pain, there are three things you better know."

An ad with a headline like this has a broader appeal. This heading appeals to 85% of the population, whereas an ad with the word "chiropractic" in it immediately limits the draw power of the ad to only those who are, as of the moment they see the ad, actually in the market for a chiropractor. Limited, versus broadest possible appeal. This is another example of strategy versus tactics. Don't worry if you haven't fully grasped this concept, or if you would like to further explore it, we have tons of help if you want it. Meanwhile...

One hour every 12 weeks, think about strategy versus tactics. Take a look at your tactics, and think about how much more you can accomplish with each. Look at everything in your business, from the way the phones are answered to using your brochure, to the education

process with customers. These are all "tactics." Strategy is what you do with each one of these tactical opportunities in order that every situation is maximized.

3) Get Customers Once every 12 weeks: Think about new and different ways that you can attract customers. But don't just act randomly; see if you can add ideas to what's working now. And then try adding a few more ideas to attract customers. Just by sitting around talking about this, by having the objective to think of more ways to get customers, you will begin to develop ideas. Most companies only deploy a handful of ways to attract customers (how many can you think of right now? Six? Ten?) Our organization has developed a program entitled "66 Ways To Get Customers." This came from focusing on it continually over a several year period. Try to build "The 22 Ways (or whatever number) that Your Business Attracts customers." But focus on it for a proactive hour, at least once every 12 weeks. (For students I would recommend every 6 weeks)

4) Effective Presenting: You must keep focusing on your presentation skills and the presentation experience. What will make you more and more effective at communicating? What will make every communication experience more effective? Studies show that 85% of all motivation is optically stimulated. Can you build some visual aides that will help you communicate more effectively? What are the rules for putting on a great presentation? If you own a retail store, how do you present yourself? If you're in business to business or business to consumer, have you looked at what really attracts people to your business and how you present yourself? Visuals are critical. If you COULD do a formal presentation to sell to customers, what would it contain? How many times have you looked at this area? How about looking at it at least one hour every three months (12 weeks)?

5) Master The Telephone and Internet: The telephone and Internet is your best weapon for getting more business from current customers. What policies procedures and plans can you add that will more effectively utilize this important device? Look at every way the telephone is used in your organization and list what the current procedures are and how they are implemented. Then set about improving them. And, also, how can the telephone be used for area six, below?

6) The 12 steps To Capture Your Best Buyers: Get in front of as many "buyers" of your service as you can. What is your program to help you get more and more exposure with potential and current buyers? We recommend that you build a special program for (what we call) your "best buyers," and then work on them regularly. No matter what business you are in, there are always better buyers rather than all buyers. Focus on your best buyers and your business will grow much more dramatically than it ever will by focusing on "all" buyers. Why?

Because there are fewer best buyers than there are all buyers and that means it's even cheaper to focus on them than on all buyers.

This works better than you can imagine. We have a fabulous program in this area that has helped many a business virtually double sales in 12 to 15 months flat. We call it "The Dream 100 Sell." Who are your dream clients? Do you have a special program just for them? Build it and they will come.

7) Follow Up: It's one thing to get a "best buyer," what is your program for keeping them? Once every twelve weeks, think about how you can better follow up with customers and with organizations to build better and better relationships. The most successful businesses have extremely strong relationships with their customers and the surrounding community.

Is your follow up planned out or is up to each individual to do what they think it best? An ounce of planning equals a pound of results. Spend an hour every 12 weeks on this important area. That may not seem like enough time, but how much time are you spending on it now? Start with an hour. The reason most people don't really change their organization for the better is because they try to do big things. Ultimately, the longest journey begins with but a single step. It's the little steps that equal the big result. Get started with only an hour per week.

8) Time Management: Your productivity and the productivity of your staff can double and triple if you become more and more organized. Plan your days more effectively, and you will be amazed at how much more you can get done. We have developed a program entitled "The Six Steps To Time Management." This was developed over a long period of studying dozens of time wasting time management courses. Time management shouldn't take a lot of time. Once every 12 weeks, sit down with your staff to develop more and better procedures for time management. You can get our help here but without us, YOU have got to work on this area.

9) Goal Setting: Institute regular goal setting for yourself and your staff. Goals direct us; provide us with higher results, because they focus on results. Goal setting is highly proactive, versus reactive, which is how most businesses function. Look at each of the 12 competencies once every three months (12 weeks) and set out some goals for each. Have goals to increase your monthly new customer tally. Institute goals for improving productivity, etc.

10) Traits Of Overachievers You must institute ideal behavior and motivate yourself and your staff to try and overachieve. What kind of behavior would be above and beyond the call of duty? What would make all your customers feel particularly special? Eventually, by working with your staff, you might develop as many as ten traits of overachievers and those traits can be posted for all current and new employees as you grow and evolve. Make it clear to everyone the behavior that is expected from them.

11) Hiring and Motivating: Once you establish these traits of overachievers, as mentioned above, you now have the foundation by which to hire and motivate your staff. In the future, look to hire people who are more apt to behave like overachievers. When we put ads in the newspaper for new staff, we end our ads with "we don't hire backgrounds, we hire superstars."

This ad attracts some unusual people, but it also attracts some very bright superstar performers who might not have the ideal background, but who adapt very, very quickly and also end up outperforming people who might have the perfect traditional background. Additionally, if you want to motivate certain behavior, think about ways to reward said behavior. Run contests and give bonuses when certain behavior is performed as desired. A quarterly bonus of \$200 costs you very little, and can result in \$50,000 in new business if your entire staff gets behind a year long push to increase customer purchasing.

12) Understanding The Sales Process: If you analyze the steps that a customer goes through in order to make a decision to purchase, and then you break down those steps, and focus on improving them, you will become better and better at that process. In every field there are steps that a person goes through in order to make a decision to purchase. What are the steps that your customers go through in order to make a decision to purchase your types of

products or services? How can you improve your ability to enhance each of these steps?
Break it down and work on it once every 12 weeks. You will absolutely, positively improve if you do this.

The magic key The important thing is consistency.

Appendices:

Sample Business Plan

Obsidian's Life Mission

The Purpose for Our Existence and Our Relentless Commitment to Growth

Investing in tomorrow's leaders, today.™

Obsidian Launch is the world's most highly regarded business growth accelerator. Our sole purpose is to "invest in and rapidly mature new entrepreneurial companies into steadfast niche leaders." It is our emphatic belief that entrepreneurialism offers the greatest freedom for people to do remarkable things for themselves and others, to strengthen the economy, and to lead lives driven by passion; and it is our relentless mission to foster entrepreneurialism because of this.

Obsidian's Destiny

What We Are Destined To Be

On December 31, 2018 Obsidian Launch has achieved annual income of more than \$53M. Obsidian is recognized as having formed and being the pinnacle of the new market of 'growth accelerators'. Revenue is being generated from ongoing phantom equity interests in approximately 250 niche businesses and liquidity events. VCs and other investment firms are placing a valuation 25% to 50% higher on Obsidian's Partners than similar opportunities because of Obsidian's reputation of breeding the best niche companies.

We are recognized as one of the top 100 places to work in the US. Obsidian's Partners are some of the fastest growing, healthiest and well recognized businesses in the US. Over 25% of Obsidian's clients have succeeded in being acquired and today continue to grow and succeed at the next level, further strengthening the recognized value Obsidian brings to new businesses. Several entrepreneurs of former Obsidian Partners have joined Obsidian's team and are creating the next generation of business leaders.

The Obsidian offices are a place where we look forward to coming every day. It is a place of high energy, supportive colleagues, and the occasional good natured prank. A few mascot dogs walk around the office building and colleagues enjoy the break areas with a TV, a pool table, video games, and great cuisine. Lounge areas and mini-libraries are located throughout the office – these are places to talk, think, focus and drive ourselves to the next level.

Learning is HUGE at Obsidian and all colleagues are required (and excited) to constantly take courses, read books, work with mentors and all but bathe in their field of expertise. Obsidian offers cross training

and fun educational activities to avoid burn out. Many of Obsidian's colleagues are recognized as the leading experts in their field. Some Obsidian experts elect to spin off and start their own businesses in their field of passion. Of course, Obsidian invests in these companies and helps them grow and they turn out to be some of our most successful Partners.

Obsidian's Area of Innovation

How We Do It

Obsidian leads on **Quality** – Quality of service, quality of experience and quality of the deliverables. We have a relentless obsession to provide the highest quality hands-on involvement and support available. We cherry pick partners who are motivated, passionate and focused. It is undeniable that partnering with Obsidian is at least 100 times better than partnering with any single person. As a result, Obsidian has changed the entire paradigm on partnering. The world now views launching your own company, by yourself, while retaining 100% equity to be safer and far more effective than having equity partners.

Obsidian's Immutable Laws

The Way We Do It

Give to Give – We get what we give. Our passion is in teaming with first time young entrepreneurs and building them into niche industry leaders. We achieve our goals only if our partner achieves their's. We put every ounce of our ability into launching their company and launching it healthily and strongly. Our reward is their success and we only achieve our goals when we foster success in them.

No Dicks Allowed – We are driven by the fact that we are serving a higher purpose and doing good things for the world. We exploit laughter, fun & enjoyment, yet we do it at no one's expense. Our positivity is undeniable. Our colleagues, our partners and our vendors are all friends that we like and respect. Not only this, but they are great at what they do and share common good values. Dicks are not allowed.

Blood Money – Money is the blood of a business and must be treated that way. Obsidian and our partners practice financial prudence and are financially healthy every quarter of every year. When our partners launch from the Obsidian partnership, they are positioned for a lifetime of continued financial growth. We will never associate with "get-rich-quick" schemes. We only partner with "get-rich-right" plans.

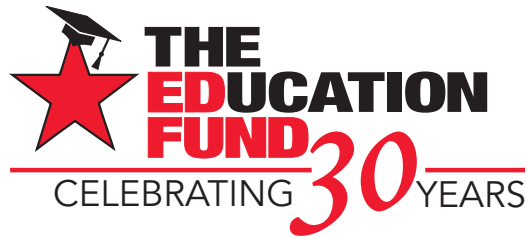
Obsidian's Community

Who We Do It With and For

We partner exclusively with young, first time entrepreneurs – the leaders of our future. Our partners are young men and woman between the ages of 18 and 26 who have an extraordinary entrepreneurial drive.

They are highly risk tolerant and passionate about their concepts. They have a low demand for immediate income and are desirous of making the sacrifices now to have the success later.

Every partner that joins the Obsidian Portfolio brings strong synergies to the existing group and enhances everyone else. Everyone has a commitment to “getting rich right.”



APPLY FOR AN IMPACT II ADAPTER GRANT!

M-DCPS teachers, media specialists, counselors or assistant principals may request funds to implement an IMPACT II idea, teaching strategy or project from the Idea EXPO workshops and/or curriculum ideas profiled annually in the *Ideas with IMPACT* catalogs from 1990 to the current year, 2015-16. Most catalogs can be viewed at The Education Fund website at www.educationfund.org under the heading, "Publications."

- Open to all K-12 M-DCPS teachers, counselors, media specialists
- Quick and easy reporting requirements
- Grants range from \$150 - \$400
- Grant recipients recognized at an Awards Reception

To apply, you must contact the teacher who developed the idea before submitting your application. Contact can be made by attending a workshop given by the disseminator, communicating via email or telephone, by visiting the disseminator in their classroom, or by having the disseminator visit your classroom.

Project funds are to be spent within the current school year or an extension may be requested. An expense report with receipts is required by May 2, 2016.

**APPLICATION DEADLINE:
December 11, 2015**

Apply online at www.educationfund.org

For more information, contact:

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