

**POWER**  
**LEARN**  
**TO**  
**START**  
**WORK**  
**SHOPS**  
**IDEAS**  
**POWER**  
**OF TEAM**



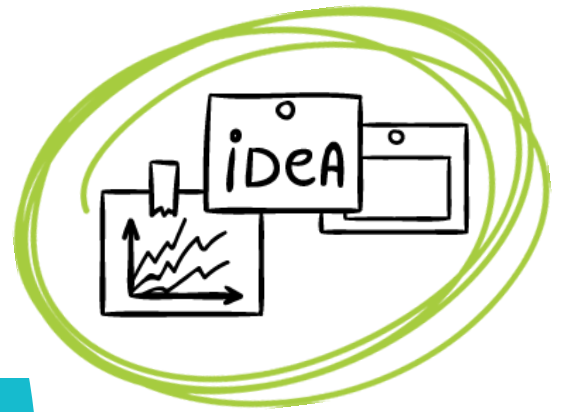
THE  
STARTUP  
STUDIO™

# WHO WE ARE



The Startup Studio was founded by Gary Conroy, a life long successful visionary Entrepreneur, to bring entrepreneurial and startup education to students and teams all over the world. Gary initially developed his curriculum to bring a cutting edge [Entrepreneurial Studies Program to Windermere Preparatory School](#) located in the town of Windermere, Florida. The school is a top tier private school owned by Nord Anglia Education. Today this program has become an exceptional example of the positive effect a real world curriculum has on young students.

Our Studio merges the skills of creative problem solving and design thinking to build a framework to help students and teams unlock the incredible potential they possess and put the power of their creative spirits to work as they move to become real world problem solvers.



# HOW WE DO IT



The Startup Studio uses entrepreneurial education to help students and teams from all around the world to recognize the power they possess by helping them discover the entrepreneur within themselves that naturally exists.

The Startup Studio's curriculum is effective for all age ranges. Our custom workshops can be used for everyone including students - middle school through college as well as professionals. We are serious about giving students and teams the opportunity to fail in a safe, learning environment as well as helping them discover where best to apply their passions and interests.

In fact, it is our goal at The Startup Studio to give participants the chance to actually discover their own passions and interests. We achieve this by taking participants out of the norms of their day to day academic or work routines and get them creating their own startup ideas.



# METHOD OLOGY

We teach students how to discover real value propositions but we do it in a way that works to highlight emotional intelligence. Our goal is to show students how to dig even deeper to discover their natural ability to identify and solve problems. We want them to find the creative process most natural to each individual student as they work to bring solutions to the world around them. All of this is achieved through the power of self, team and collaboration.

## MISSION

*TO BRING ABOUT  
REAL CHANGE IN  
EDUCATION.*

As part of expanding our mission The Startup Studio looks to partner with schools, universities, organizations and corporations all over the world to host our fun, immersive and highly effective workshop.



## VALUE

To deliver instruction through new and highly effective real world based curriculums that empower young people to become change-makers by providing them opportunities to find the passion, creativity and entrepreneurial spirit within themselves.

## WHAT DO WE EXPECT FROM THE SCHOOLS, ORGANIZATIONS AND BUSINESSES WE PARTNER WITH?



You will facilitate us by giving us a suitable location to comfortably house up to 50 participants for the 2-3 day workshops. This is typically a large size classroom, learning commons or meeting room with access to:

- Internet and projector
- Desk and chairs
- Bathrooms
- Lunch

## WHAT IS THE BENEFIT TO MY ORGANIZATION HOSTING THE STARTUP STUDIO WORKSHOPS?

You are giving your students or team access to cutting edge curriculum and the opportunity to learn a discipline that is fast becoming a very real need in a 21st century world.

We provide a marketing platform for schools and organizations to showcase their support for this area of education and ensure they are seen as competitive in their markets.

All participants are certified by The Startup Studio and we are positioned to establish continuing support for your school or organization if you choose to expand this type of learning in your in-school curriculum. We strongly encourage school and organization leaders to observe our workshops.



# HOW IT WORKS

## 1 STORY

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



## 2 TEAMS

Participants form into teams and practice pitching their first product.

## 3 BUILD

Build out your business model for your own startup ideas with best practices.

## 4 PIVOT

Teams pitch their ideas and business models multiple times and use feedback to pivot.

## 5 PITCH

Prepare, practice, and pitch final concepts.



# CURRICULUM DETAIL

Our workshops are customized to suit the specific ages of the audience we are addressing as well as the consideration of the time frame in which we are operating. All of our workshops are highly interactive and involve the student being at the center of the learning. In fact, at The Startup Studio we believe the best learning happens through doing and failing. Therefore we work to place our students in the front of the room where they are leading the learning and building trust together as an imperative aspect of highly effective Startup Studio learning environments. The following pages detail the content we cover in our curriculums.



## What We Cover

- Business Plan
- Marketing
- Finance





# Understanding Entrepreneurship

We bring transparency to the process of getting a product or service into the market successfully in a way that ensures our students realize it is an incredibly difficult endeavor. We illustrate through hands-on learning how it requires a multitude of skills working together in a very high-risk environment, all of which needs to be driven by excellence, passion and determination. The Startup Studio believes to properly reduce your chance of mass failure four critical skills need to be built into your foundation at the outset. Therefore, it is these four skills that we place front and center throughout the workshop.

## 1 Creativity

Have I clearly shown that I am capable of being an out-of-the -box thinker? Have I clearly shown I am capable of pivoting on my ideas? Have I learned how to use creativity to tell my story and build my brands so that they are impactful to the people I am trying to reach?

## 2 Communication

Am I prepared to properly sell myself and my idea in the market?

## 3 Collaboration

Am I ready to assemble the right team of people that ensures my success?

## 4 Critical Thinking

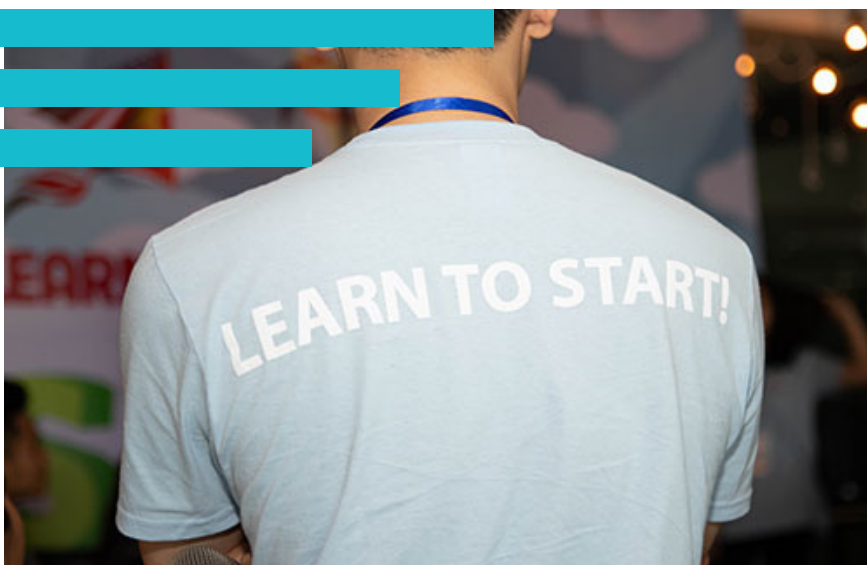
Am I ready to properly analyze and evaluate the markets in a way that ensures I am identifying and solving problems worth solving?



# The Power and Importance of Story

Throughout our workshop we will continually enforce the power and importance of story as we work together to illustrate three essential facts:

- 1** *Story is at the heart of the entrepreneur's journey.*
- 2** *Story should be the driving force of that journey.*
- 3** *Story is ultimately the only way you are going to properly connect with your market.*



# How to Apply Story to Entrepreneurship

Throughout the workshop it will be clear that it is not enough to understand the power of story. You must know how to use it. Here are four reasons why.

- 1** *Story is what enables you to stand out and stick in your customer's minds.*
- 2** *Story is how you simplify a complex process.*
- 3** *Story is how you communicate value.*
- 4** *Story is how you trigger an emotional response from your customers.*



# The Art of Design Thinking

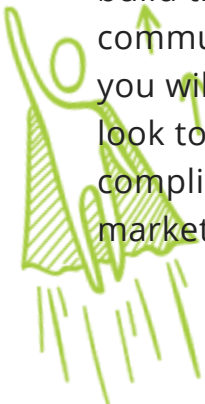
Our attendees are introduced to the term Design Thinking as a human process whose purpose can empower them to innovate and ideate in a way that properly connects a product or service on an emotional level with customers. More than ever before it is a critical part of product design and one they must understand.

# How to Build Effective Value Propositions

Value proposition is the literal promise we advertise to our markets. If left poorly designed our startup will fail. Therefore, it requires significant attention and time to craft, and it should influence the entire culture of your Startup. This is a focal point of our workshops and one we stress heavily throughout the course. It is not enough for our students to know how to solve problems. They must know how to identify problems worth solving.

# The Power of Branding

Brand is a word often used but seldom understood. It is the base on which you build the story you want to tell the market and the way in which you communicate a well-crafted Value Proposition. It is what will create the loyalty you will require from your customers as well as from your team members as you look to move from startup to a sustainable organization. Building a brand is a complicated process and must be understood if you expect to succeed in the markets.



# How to Sell Yourself

To be a successful entrepreneur it must all begin with you in what we call self-branding. You are the entrepreneur and you are the core of any startup you are operating and it is therefore you that must be out in front telling the world why they need your solution to solve the problem you believe you have identified. Our workshops allow students multiple opportunities to pitch their ideas as we all work together to test our abilities in selling ourselves and ensuring we know how to strengthen that skill as an essential part of becoming an effective entrepreneur.

# Building Effective Business Plans

The business plan is an essential tool you are going to need to properly communicate your vision and your potential to anyone you will need to assist you in becoming a sustainable company. Whether for funding purposes or indeed other purposes that are essential to providing you needed support, if you expect to succeed you must avoid making the mistake of so many young entrepreneurs. It is not enough to have all the right ingredients you must know how to put it on paper in a way people can understand and appreciate.



# WHAT'S BEING SAID

"The Startup Studio is the essential program for students that aspire to be future Entrepreneurs and or C-level Executives. The curriculum and instruction clearly sets expectations, allows each student the opportunity to succeed, but possibly more importantly, instills resiliency and the experience in overcoming adversity. It provides a real-world play book along with a solid understanding of the foundation, priorities, and life-cycle of a business. This is the class we all wish we had taken - when the trees reveal the forest. It is hard to overstate the advantage such a well-rounded head start gives you over your peers."

*- Robert Russell - Founder & President, Blitz Telecom*

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