




BUILD 9th Grade Curriculum Overview



UNIT 1

New Beginnings: Life Maps

In this short unit, students will be oriented to the BUILD Program, begin building class culture and generate life maps focusing on their strengths, weaknesses and goals. These maps will be revisited and revised in reflection sessions throughout the year. As part of the Life Maps activity, students will identify and interview people they admire and examine their experiences with grit and self-management as models for their own life.


 **Skill Focus:** Communication, Grit & Self-Management



UNIT 2

Igniting Innovation

In this unit, students will participate in several interactive and team-based design challenges that require them to think creatively, problem-solve, build prototypes and pitch ideas persuasively. The unit will culminate in the running of a class business designed to introduce students to the process of planning and launching a small business.

 **Skill Focus:** Collaboration, Communication & Innovation



UNIT 3

Case Study: *Real Entrepreneurs, Real Problems*

In this short unit, students will read about and meet with real entrepreneurs facing challenging questions or problems. Afterwards, students will develop innovative solutions to these real-world problems and present their ideas orally and in writing. Students will also apply principles of problem-solving and grit as they reflect on their own experiences overcoming challenges in the class business and in their academics.

 **Skill Focus:** Communication, Grit & Problem-Solving



UNIT 4

Idea Generation

In this unit, students will participate in a variety of activities designed to help them evaluate the needs and wants of their communities in order to generate innovative business ideas. Students might participate in neighborhood walks, interview local businesses, conduct focus groups, etc. Students will develop and articulate their ideas in writing and orally by pitching them to the class, who will then choose the top ideas. Students will form teams around the top ideas and develop an introductory pitch for their business. The unit will culminate in Showcase #1 in which teams pitch their ideas in front of a panel of judges from the business community.


 **Skill Focus:** Collaboration, Communication, Innovation & Self-Management



UNIT 5

Building Towards Your Pitch

In this unit, business teams will focus on product/service design and prototyping, which will inform the financials of their business. They will conduct real market research in public, analyze the results and incorporate feedback into the design of their product/service; this process will include multiple drafts and iterations of their prototype. Once teams finish refining their prototype, they will determine their product's COGS (Cost of Goods Sold), selling price, gross profit per unit, start-up & operating costs and total financial need. As a culminating experience, teams will pitch their ideas to potential funders at an Investor Pitch to secure the initial seed funding for their business.

 **Skill Focus:** Collaboration, Communication, Innovation & Problem-Solving



UNIT 6

Launch and Learn

In this long unit, teams will receive start-up capital and purchase supplies for their business. They will spend time researching and sourcing the supplies, manufacturing their product(s) (or preparing their service model) and finding opportunities to sell. Teams will also develop a marketing plan for their business that can include elements such as: commercials, printed advertisements, social media pages and campaigns, etc. Students may also have opportunities to examine and analyze advertisements for their ethics and effectiveness. While running their businesses, teams will collect evidence of their success/set-backs along the way to use for the following unit.

 **Skill Focus:** Grit



UNIT 7

Reflect and Present

In this unit, teams will continue to run their businesses and sell product, but will begin to reflect on their first two months of operation. Teams will prepare for and present at a third Showcase in which they make their sales pitch and prepare for the final competition of the year. The unit will culminate with the Business Plan Competition at which teams will sell their products, pitch their business and reflect on successes and lessons learned in the first few months of operation.

 **Skill Focus:** Collaboration, Communication, Grit, Innovation, Problem-Solving & Self-Management



UNIT 8

New Beginnings: Beyond BUILD

In this short, final unit, students will reflect on their BUILD experience and apply what they have learned to constructing the final piece of their Life Map: a plan for life after BUILD. Some students may be continuing with the program, while others may plan for college, career and/or continuing their business. Schools may choose to culminate with a school-based exhibition in which students present their Culmination of Learning and/or Life Maps. Students may also compile portfolios of their work from the year.

 **Skill Focus:** Collaboration, Communication, Grit, Innovation, Problem-Solving & Self-Management