



## SUMMER PROGRAMS

2017



At Startup Skool, we're focused on educating your child for the future. Youth will learn about entrepreneurship, design thinking, and technology. Through hands-on programs youth will develop core skills and characteristics that are found in today's cutting edge leaders: **public speaking, programming, critical thinking, problem solving, creativity, and confidence**. Your child will learn the fundamentals of starting their own business and creating their first website, ultimately building a foundation to excel in the real world.

#### **EACH COURSE INCLUDES:**

- Interactive, Hands-on Learning
- 6:1 Student to Instructor Ratio.
- Maximum of 22 students
- T-shirts & Take Home Swag
- Digital Portfolios with all their work
- Program Assessments
- Graduation Certificate

#### **HOURS:**

- M - F, 9am - 4pm
- Early Drop Off and Late Pick up Available

#### **LOCATIONS:**

- Vancouver: UBC and the Centre for Digital Media
- Victoria: UVic

We guarantee your child will have fun, learn new skills, leave with more confidence, and make new friends. On the final day of camp, youth will present their ideas to a panel of respected local entrepreneurs and industry experts. Don't miss this unique opportunity to expose your child to a new way of thinking!

# INNOVATION CAMP

**Ages:** 8 - 11

**Level:** Beginner - Intermediate

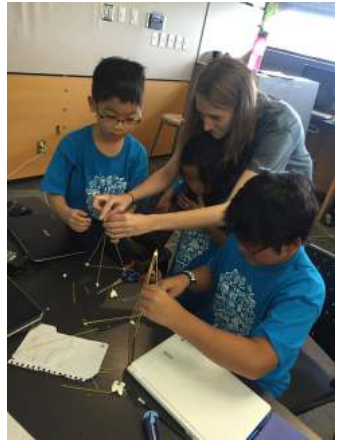
**Category:** Entrepreneurship & Innovation

## WHAT STUDENTS WILL LEARN:

- Fundamentals of Starting a Business
- Critical Thinking, Problem Solving, Communication
- Introduction to Website Programming: HTML & CSS

## WHAT STUDENTS WILL EXPERIENCE:

- Hands-on Innovation
- Inspirational Presentations
- Skilled and Thoughtful Leadership
- Developing Their Own Website
- Presenting Their Very Own "Dragon's Den" Pitches to a Panel of Judges



## WHY THIS CAMP?

Jobs that exist now might not exist by the time today's students enter the workplace" (Friedman, 2013). To succeed in this ever-changing world, students need to be able to think like entrepreneurs: creative, resourceful, adaptable. We'll help your child build their confidence, creativity, and problem-solving capabilities before they reach high school.

# TECHNOLOGY LEADERS

**Ages:** 12 - 16

**Level:** Beginner - Intermediate

**Category:** Entrepreneurship & Innovation

## WHAT STUDENTS WILL LEARN:

- Fundamentals of Technology-Based Businesses
- Critical Thinking, Problem Solving, Communication
- Introduction to Computer Programming: HTML, CSS, Javascript
- How to Build a Business Through Technology (apps, online, e-commerce)
- Technology-focused Businesses

## WHAT STUDENTS WILL EXPERIENCE:

- Hands-on Innovation
- Exposure to a Variety of Industries
- Skilled and Thoughtful Leadership
- STEM Focused Curriculum
- Innovating the Next Best App or Technology Business
- Presenting their very own "Dragon's Den" Pitches to a Panel of Judges



## WHY THIS CAMP?

Digital literacy is no longer a desire but a need for all students. Did you know the starting salary for computer science graduates is \$60,000, the second highest for undergraduate degrees.

Did you also know that many successful entrepreneurs like Larry Page (CEO of Google), Mark Zuckerberg, James Gosling (Creator of Java), Reed Hastings (CEO of Netflix), and Bill Gates. all came from a background in coding?

# DESIGN THINKERS

**Ages:** 12 - 16

**Level:** Beginner - Intermediate

**Category:** Entrepreneurship & Innovation

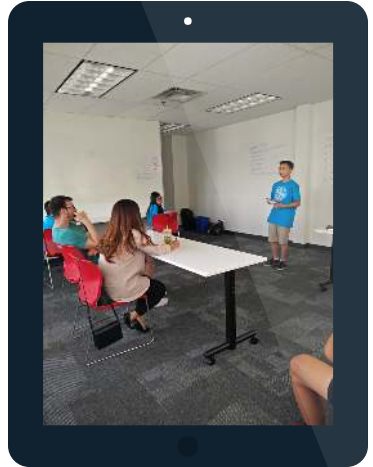
## WHAT STUDENTS WILL LEARN:

- Fundamentals of Starting a Business
- Critical Thinking, Problem Solving, Communication
- Introduction to Website and Mobile Programming
- User Experience and User Interfaces
- An In Depth Understanding of Design Thinking

## WHAT STUDENTS WILL EXPERIENCE:

- Hands-on Innovation
- Inspirational Presentations from Guest Speakers
- Skilled and Thoughtful Leadership
- Presenting their very own "Dragon's Den" Pitches to a Panel of Judges

Have you ever wondered why it is you love certain products? Why Apple is the leader of its industry? Why people spend an average of 21 minutes a day on Instagram? The answer is design!



## WHY THIS CAMP?

Job opportunities in the Design industry are at an all-time high. The UX job market alone grew over 70% in 2015! This program provides youth with an in-depth look into the world of designers and sparks a passion for innovation and problem-solving.

# SHOPIFY + T-SHIRTS

**Ages:** 13 - 18

**Level:** Intermediate

**Prerequisite:** Must attend Design Thinkers or Tech Leaders

**Category:** Ecommerce & Design

## WHAT STUDENTS WILL LEARN:

How to Develop Your Brand And Marketing Strategy  
How to Design Your Shirts Using Adobe Illustrator ©  
The Fundamentals of E-commerce And Selling Products Online  
Pricing Strategy And Financial Literacy  
How to Setup and Use Shopify to Run Your Online Store  
Drop Shipping, Fulfillments, And Customer Service

## WHAT STUDENTS WILL EXPERIENCE:

Exposure to the World of Design  
Inspirational Guest Speakers  
Designing Their Own Clothing Line  
Leaving the Program With Their Own Business



## WHY THIS CAMP?

As an aspiring entrepreneur, there is nothing more invigorating than making your first sale. We designed this program with that in mind. Over five days teens will develop applicable entrepreneurial skills, learn the fundamentals of starting an online business, and actually walk away with a real business.



# SAMPLE SCHEDULE



8:30AM - 9:00AM: CHECK IN

9:05AM: ALL STUDENTS MEET FOR ANNOUNCEMENTS, ICE BREAKERS & TEAM-BUILDING ACTIVITIES.

9:30AM: SPLIT INTO SMALL GROUPS. FOLLOW ALONG TO INSTRUCTORS LESSONS, START CREATING!

10:45AM: TIME FOR A QUICK HEALTHY SNACK

11AM: BACK FOR LESSONS & CREATIONS

12PM: LUNCH & OUTDOORS FOR FUN IN THE SUN

1PM: TIME TO COLLABORATE AND CREATE!

2PM: GUEST SPEAKER OR CREATIVE ACTIVITY

2:45PM: QUICK GAME AND ANOTHER HEALTHY SNACK

3:30PM: RECAP WHAT WE'VE LEARNED AND ACCOMPLISHED.

4PM-4:30PM: WRAP-UP FOR THE DAY

## MAKE SUMMER COUNT

SCHEDULE WILL BE RELEASED FEBRUARY 2017

REGISTRATION OPENS END OF FEBRUARY, 2017



IN PARTNERSHIP  
WITH:



[info@startupskool.com](mailto:info@startupskool.com) | [www.startupskool.com](http://www.startupskool.com) | (604) 398-3992



# TESTIMONIALS

"I am so extremely pleased to have found such an amazing space for kids to learn about the tech world. As someone who is using but also learning it's difficult to teach your child things you aren't 100% confident in. Keep up the amazing work. You are making the future better and brighter for our kids!" - Renit, February 2017

"Our son just finished his first week of Startup Skool. When we asked him what he thought of it, he said it was 10/10 and way better than he expected. He's talked all weekend about the "business" and website he created. He was so inspired that on Saturday he spent several hours building a website for his dad's business as a birthday present. In one week our son was completely engaged in all aspects of the camp and on the last day we had tears in our eyes seeing how much he'd accomplished in the week and the depth of the connection he'd made to the leaders. Big thumbs up Startup Skool and a huge thank you!" - Kris, July 2016

"I have registered my son for the summer camp again this year. Last year he had a wonderful time and learned so much from your camp! This is the only one camp that he said he will definitely want to come back next year!" - Clara, May 2016

"Just wanted to let you know Alex absolutely loved your camp! I believe it is his favorite camp to date. He keeps asking me if he can join again. Alex told me he loved making money! Your camp has really sparked his interest in business and entrepreneurship. Thank you for creating this exciting camp for kids with real life applications in such a positive learning environment. He is very proud of his accomplishment and results but he would never have been able to experience this without your guidance. You did a great job in making learning fun!" - Christina, August 2015

# TESTIMONIALS

"It was an amazing experience that taught my son to become innovative in his approaches." - Parent, August 2016

"Great and unique experience. Very different from other classes offered elsewhere!" - Parent, August 2016

"We really appreciated how one of the instructors went out of his way to provide special one on one enrichment for our son. The "hacking" they did during breaks was the highlight of the week for him!" - Parent, August 2016

"My son said it was the best camp he went to this summer!" - July, 2016

"I thought they would not like it and that it was something I was going to have to push them to do each day. But they actually **loved** it! My husband and I came to the final presentations and were impressed with their quality and creativity!" - July, 2016

"Both my children loved it. They want to go again. I believe that it helped a couple females be less intimidated about the technical aspect of modern businesses. Madelyn was one of them. The program helps me supplement the influence I want on the children. Thank you." - Parent, July 2015