

Department: Business

Name of Course: INCubator@RHS

General Description of Course

Student teams go through the processes of developing hypotheses about a business concept, testing those hypotheses, adapting, and continually learning and improving. Students experience mistakes, take risks, and learn to pivot based on market needs combined with foundational business content such as marketing and finance. Students leave the course with a completed Business Model Canvas, competitive analysis, financial model, minimum viable product, pitch deck, future communications plan, and future funding plan.

Major Topics Covered:

- Ideation
- Customer Discovery
- Customer Connections
- Finances
- Minimum Viable Product
- Legal
- Promotion
- Pitch

Curriculum:

Incubatoredu Uncharted Learning

Requirements:

- Excellent Attendance, Participation and Cooperation
- Contribute to team for preparation and delivery of end of semester pitches

Grading Policy:

Students will be graded on their in-class assignments, homework, projects, assessments and presentations.