

Welcome to our webinar:

ENTREPRENEURSHIP + CS = SUCCESS!

- Who is in the room?
- Please introduce yourself in the chat window:
 - Your name
 - Your position
 - Your city/state



We want to HEAR from you! Please choose the first option in the Audio Conference window (**Dial-out**) in order to communicate verbally. If unable to receive an incoming call, please choose one of the other options listed.





Entrepreneurship + CS = Success!

Brenda L Burmeister and Kyle Sherman

April 23, 2019 at 6:30 CDT/7:30 EDT



Poll



Special guest: Kyle Sherman

- Kyle is an ELA and CS teacher based in San Antonio.
- He teaches OnRamps CS, a UT dual enrollment class.
- He participated in the Civ-Tech StartUp Weekend, where he led a team which became Cell2Cell, developing a more natural correspondence system for incarcerated individuals.
- He also led a high school team in a city-created StartUp competition for 6-12 graders as part of a local group, Youth Code Jam.



Why add entrepreneurship to your CS classroom?

- Students learn to collaborate and work as a team.
- Students develop real-world skills.
- Students investigate community needs/problems.
- Students practice communication skills with one another and with their presentations.
- Entrepreneurship is project-based learning!



Getting started with entrepreneurship in the classroom

- Recreate a [StartUp Weekend](#) in your class.
- Assign students the task of forming teams and creating a CS solution to a real-world problem.
- Teams build a pitch deck and possibly a prototype of their solution to present to the class and any classroom visitors.



Civ-Tech team



The problem

- In the first year of CivTechSA, the city of San Antonio canvassed departments to identify civic issues and put them into a civic problem bank.
- City department/partner/sponsor: Animal Care Services
- Challenge:
 - Alert notification tool for potential pet adopters



Project progress

Cat scale

Weight on each human Category to determine significance

EX: Aggression (not important) takes 7% of point chosen instead of the full #.

Disparity

Active	Activity	1	5
Ch. 4	Size	1	3
Bc. 0	Aggression	5	2

Size

Ch. 1	Active	1	2	5	5
Bc. 1	Size				
Family	Aggression				
Ch. 4	Family				
Bc. 1					

Graph Rep.

less # = less disparity
lower = better match

Pet Finder

database

↓

base it on search criteria

bridge * User

Personalize

- lifestyle
- personality

POA

- database on breeds by temperament or by size or coat pattern.
- quantify the categories in Pet Finder

* Create ~~three~~ breed list for user to use prior to pet finder

OR

* Filter (email) based on breed like

* Create graph of type & their % of match.

Presentation day

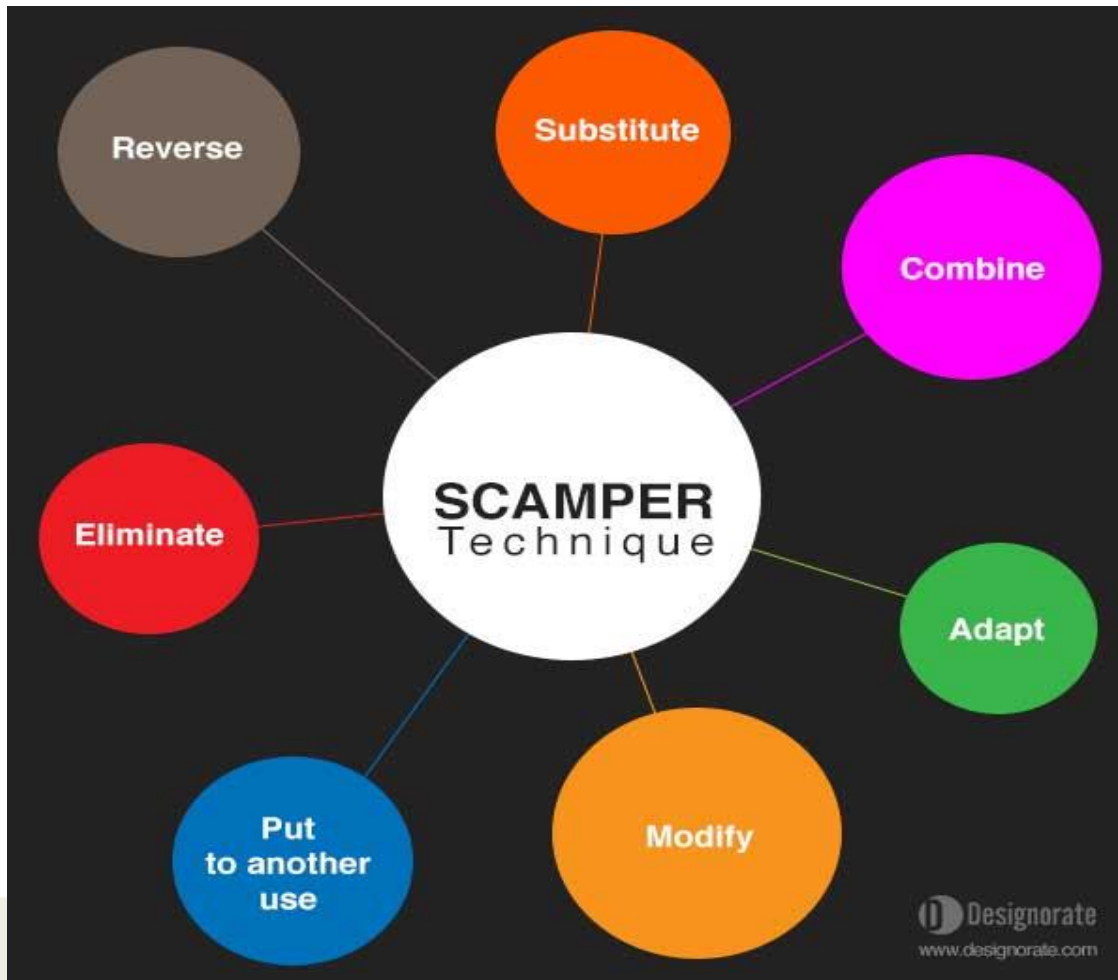


Where to find a problem?

- Encourage students to look at their own experiences and consider what is meaningful for them. The idea for Cell2Cell came out of the experience of trying to write to someone incarcerated.
- Create a problem bank with students before you begin the project. Survey the school community.
- United Nations has a curriculum to help guide students on creating solutions for world problems.
- Reach out to local city leaders.



Brainstorming for solutions



Tips to encourage student collaboration

- Teams work best if there is at least 1 technical expert, 1 domain expert, 1 business savvy student, and 1 creative thinker.
- Teach the Scrum methodology of project management, using docs to help teams identify tasks and keep team members accountable for their work.



Elevator pitch =
Movie poster
(30 seconds)



Movie trailer =
Pitch deck
(5 minutes)



Behind-the-scenes
featurette =
Full pitch
(30 minutes)

Anatomy of a pitch deck: 7 slides in 5 minutes

- 1) Presenter introduction or the “story” of the company
- 2) Problem
- 3) Solution
- 4) How it works
- 5) Technical analysis
- 6) Market analysis
- 7) What next? (In a business pitch deck, this would be the moment to ask for money and outline how the money would be used.)



Q & A



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