



Project ECHO

Middle School Innovation & Entrepreneurship Studies

Differentiate your school by providing an engaging entrepreneurship program for youth in 6th, 7th and 8th grade that culminates with a dynamic pitch showcase event.

Middle School Innovation and Entrepreneurship Studies (MIES) is a semester-long program based on social-emotional learning that empowers youth to become part of the solution to their community-based problems. This program builds academic core competencies through hands-on activities focused on teamwork, active listening, researching, brainstorming, prototyping and collaborating with their peers. Students learn to use empathy as they progress through the 5-stages of design thinking as they ideate and create their start-ups.

Contact Us

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Benefits of the MIES Program

- A complete plug-and-play introduction to entrepreneurship curriculum.
- Optimized for grades 6, 7 and 8, either as a virtual or in-person program allowing schools to utilize their resources effectively.
- Includes a multitude of additional resources that helps to keep students engaged in their entrepreneurial journey.
- The curriculum contains different learning modalities, including short videos, case studies, design challenges, discussions, games and activities.
- Includes “Planning Your Showcase” guide sheet on hosting a virtual showcase event where students will present their start-ups to your community of administrators, stake holders, and student peers.
- Every student who successfully completes the Project ECHO program will receive an official Certificate of Accomplishment, helping them to build a portfolio of experience.
- Licensing fees includes a 4-hour professional development training for lead teachers, along with unlimited teacher support throughout the duration of the program.

Project ECHO

Middle school start-up teams brainstorm community-based problems and the products or services that would accomplish them.

MIES Curriculum Content

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|  Introduction to Design Thinking |  Ideating Solutions |  Operations |  Research and Field Work |
|  Competitive Analysis & Insights |  Go-To-Market Strategy |  Prototype Testing |  Financial Planning |
|  Marketing & Branding |  Public Speaking |  Creating a Pitch Deck |  Teamwork |

Teacher Program Support Opportunities

The MIES program provides the curriculum for students and the support needed for teachers to implement the program successfully, allowing for simple turnkey implementation at your school.

- An online Entrepreneurship Toolbox including interviews with entrepreneurs and business leaders, design challenges & relevant case studies.
- Teachers can schedule office hours with Project ECHO’s Program Director for additional support and classroom teaching assistance.
- Teacher Boot Camps offer peer-to-peer mentorship for new teachers to learn best practices and implementation strategies from returning program teachers.
- Learn how to reach out to your local community and invite industry-specific executives to present in your class to further connect curriculum to those with real-world entrepreneurial experience.
- Recorded guest speakers’ series provide additional opportunities for your students to hear from successful entrepreneurs.