



# Tailored Innovation & Entrepreneurship Studies (TIES)

A semester-long entrepreneurship program

## Benefits of our Program

More than 97% of high schoolers surveyed responded that Project ECHO's High School Entrepreneurs' Business Plan Competition was their most memorable high school experience and will refer to Project ECHO on their college applications and future employment applications.

Benefits of the TIES program for your school include:

The program provides your school with a plug and play entrepreneurship program which means you don't need to spend time or resources developing a program independently.

Open to all high school students as a virtual or in-person program allowing you to offer the program to all students and optimize your school's schedules and resource availability.

Teen Innovation & Entrepreneurship Studies can be used as an introduction to entrepreneurship.

Your online curriculum embeds a multitude of tech resources, websites, and many collaborative tools to keep students engaged, resulting in students encouraging others to select the program in the future.

The curriculum contains different learning modalities, including short videos, discussions, and hands-on activities.

A Certificate of Accomplishment is awarded to students at the conclusion of the program, allowing them to start to build a portfolio of experience.

Eight hours of professional development are offered to teachers who will lead the course allowing you to prepare your teachers at no additional cost. This training increases buy-in and provides program-specific preparation for your teachers.

## TIES Program Overview

**Are you looking for a program that will differentiate your school by providing a curriculum with a foundation of real-world entrepreneurial experience?** Project ECHO's Teen Innovation and Entrepreneurship Studies (TIES) program is a semester-long project-based entrepreneurship program complete with industry case studies and design challenges. Students will work in teams to ideate and create a business with the program culminating in a classroom showcase event where all students have an opportunity to pitch their start-up business plans. No previous entrepreneurship experience is required.



To register, please visit  
[www.projectecho.org](http://www.projectecho.org)



TIES offers an innovative approach to introducing entrepreneurship to your students. This is not your typical lecture-based curriculum!

- A complete entrepreneurship curriculum inclusive of industry case studies, design challenges and gamified elements.
- Two 2-hour teacher professional development sessions and full program support
- Curriculum license fees, teacher & student workbooks
- Includes up to two classroom guest speakers per term
- Students work in teams to create a start-up and pitch deck
- Capstone event: Classroom-based show case event

## Curriculum Content

Introduction to Entrepreneurship	Introduction to Design Thinking	Operations	Research and Fieldwork
Ideating Solutions	Competitive Analysis & Insights	Go-to Marketing Strategy	Prototype Testing
Financial Planning	Marketing & Branding	Public Speaking	Use CTE & Perkins grant

## Optional Event Bundle Includes



Business Boot Camps



Mega Mentor Day



ECHomics Speakers Series



Business Plan Competition

**Don't wait! Call or email now for more information on launching TIES in your school!**

**For additional information, please email or call**  
info@projectecho.org | 424.238.1884

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www.projectecho.org