

# Launching ECHO

Introduction To Entrepreneurship And Business Plans. A Turnkey Program For Your School That Gives Students Real-World Experience

## Benefits of the Launching ECHO Program

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

A simplified curriculum that aims to teach business plan fundamentals provides students of all levels the opportunity to participate.

The program can be implemented into any course discipline as a project-based activity or a school club.

Open to all middle school and high school students, typically ages 12-18.

It is generally offered within a semester but can be implemented as a year-long program, allowing you the flexibility to fit the program into schedules as you see fit.

There are no prerequisites to implement this into your classroom. This plug and play program allows for fast and straightforward implementations.



Project ECHO's Launching ECHO program is a project-based introduction to entrepreneurship. Students come up with an idea for a product or service, develop a business plan to support it, then present their pitch in a showcase event to relatives, friends, and special guests. The Launching ECHO curriculum is best used as an add-on to any existing class or as an after-school club or extracurricular program. This program teaches teens what it means to be an entrepreneur and life lessons like how to work with others, learning from failure, the value of planning, believing in yourself, and more.



**For additional information, please email or call**  
[info@projectecho.org](mailto:info@projectecho.org) | 424.238.1884

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



## High School Entrepreneurs Business Plan Competition

This “Shark Tank” style competition is open to those who have participated in Project ECHO’s Launching ECHO program and provides the opportunity for your students to take their ideas and business plan to the next level.

- Student teams will compete before hundreds of guests, teachers, peers, and judges.
- Volunteer judges will evaluate written business plans and accompanying team presentations.
- Start-up funds are awarded to winning teams.

### Curriculum Content Focuses On:

	Ideation		Introduction to Business Plans		Industry & Market Analysis
	Competitive Analysis		Marketing Plans		Operations Plans
	Management Team & Organizational Structure		Financial Plans		Executive Summaries
	Pitch Decks		Public Speaking		

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

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