



COURSE DESCRIPTION:

Entrepreneur Xperiential is an interactive program that ignites innovation and entrepreneurial thinking—important skills for today's rapidly evolving world. Participants learn to identify solutions and transform ideas into viable ventures by mastering problem-solving, creative ideation, and critical thinking. Through structured guidance, they explore market opportunities and design prototypes while receiving peer feedback. Participants finish with a polished pitch deck and working demo, showcasing their ventures at a final exhibition.

Entrepreneur Xperiential is a partnership between Xperiential and Run the Future.

Xperiential programs use an apprenticeship model and peer-to-peer community for real-world learning. Participants work on authentic projects, building industry-recognized portfolios and relevant skills. Each step includes creating deliverables and peer feedback. Educators connect teaching to real-world applications, preparing students for 21st-century success.

As experts in youth innovation and entrepreneurship, **Run the Future** developed this course to help youth see themselves as innovators, learn skills that support future career paths, and pursue their business ideas. Through its programming, Run The Future introduces young people to the CREATE process, a framework that develops innovation and entrepreneurial skills through highly engaging, real-world problem-solving..

Program Stages and Deliverables

1. Identify Problem

Task: Identify 3 relevant problems they, their peers, or their community face.

Deliverable: A brief description (a sentence or two + image) of the three problems.

Feedback: Peers offer initial feedback on problems and suggest additional ideas

Outcome: Learn to identify and articulate real-world problems that need solving.

2. Idea Generation

Task: Select one problem and brainstorm up to 3 solutions, validating them through peer discussions.

Deliverable: A short pitch of up to 3 potential solutions.

Feedback: Peers support each other in the brainstorming process, building on each other's ideas

Outcome: Develop creative thinking and problem-solving skills while exploring viable solutions.

3. Prototype Development

Task: Sketch 2 prototype ideas for the chosen solution, focusing on practical application.

Deliverable: Present the problem, solution, and prototypes.

Feedback: Peers evaluate the clarity of the problem and solution, identifying what works well and offering suggestions for improvement.

Outcome: Transform abstract ideas into tangible concepts through prototyping.

4. Audience Research

Task: Conduct interviews with potential users to test both prototypes and capture insights in a "My Audience" slide.

Deliverable: Presentation of the problem and "My Audience" slide, showcasing the target audience insights.

Feedback: Peers assess how well the audience research aligns with the problem and provide suggestions for refining the solution.

Outcome: Understand how to gather and apply audience feedback to enhance the solution's market fit.

5. Vision & Data

Task: Draft an inspirational vision statement for the problem they are trying to solve with research to support it.

Deliverable: Presentation of the problem, vision statement, and a "Did You Know?" metrics slide.

Feedback: Peers offer first impressions on the impact and feasibility of the vision and relevance of the data.

Outcome: Learn how to develop an informed perspective about their venture and communicate it .

6. Test Prototype

Task: Create a demo (image/video) of the prototype to showcase its function & benefits.

Deliverable: Present the problem, solution, and prototype demo.

Feedback: Peers provide feedback on the prototype: what works well along with any suggested improvements.

Outcome: Gain experience in presenting a functioning prototype and gathering user feedback.

7. Your Team

Task: Identify collaborators needed for the project's success.

Deliverable: Present the problem, solution, and "My Team" slide, which will outline the collaborators who will help them with their venture.

Feedback: Peers assess team roles, suggesting additions or changes to enhance the project's success.

Outcome: Learn to structure an effective team to support business development.

8. Pitch Preparation

Task: Finalize a comprehensive pitch deck with an "Impact Goal" and "Next Steps" slide, summarizing the journey from problem to prototype.

Deliverable: Complete pitch deck, including:

- Problem slide
- Vision & "Did You Know?" slide
- Audience slide
- Solution & demo
- "My Team" slide
- Impact Goal
- Next Steps

Feedback: Peers offer suggestions on clarity, structure, and overall presentation impact.

Outcome: Final pitch which communicates a compelling plan.

Exhibition & Awards

The program concludes with a public exhibition where participants showcase their work. Awards are given for exceptional pitches and solutions.

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