



IdealStudent Startup



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Greeting



Hello and Thank you for your time,

I'm Veatrice Glenn, (Vea), and I'm the Founder of Insightful Decisions, Inc. We're an ed-tech startup developing tools for middle-high school students to better manage the activities involved in taking ownership over their own development process. This entails discovering/defining their own trajectory path, becoming the driver of their destiny, and staying engaged and accountable to their process to get there. Our solutions will assist students with reaching their fullest potential, while developing skills needed for the 21st century workplace, so that they can better align their everyday decisions with their trajectory for college and life.

I would appreciate the opportunity to speak with you about introducing our IdealStudent Startup program to your school/organization. In this program, students will build a web application that solves a real problem, and makes a real social impact by encouraging and engaging their peers, school, and/or community to act on a social cause, chosen by the students in the program. Students will learn how to apply the software development (dev) engineering process, placed in key roles on a dev team, and learn how to rapidly develop a web solution, starting from the innovation phase and ending with the full blown web application. Students will finish up with a demo and pitch to their peers, school, and/or community. This leadership and team building program will assist students with developing the skills needed for the 21st century workplace. Students will not only focus on technological literacy, but they will also focus on their passions, abilities, team work, problem solving, critical thinking, and communication skills - skills that are not only valuable to themselves, but professionally across multiple industries as well.

To give a little of my background, I've been a software developer for the past 15 years, working for both corporate for 7 years and non-profit for an additional 7, and a year as a freelancer. Last year, I resigned to focus full time on my startup. I'm very active in the start-up community, and in addition to being an entrepreneur and programmer, I'm also a parent. I've recently gone through the daunting process, and still actively supporting my own son in aligning his trajectory. I can attest first hand, there can always be more innovative ways to keep our youth informed, engaged, and accountable - and I believe these opportunities will better serve our youth when taking advantage of sooner rather than later in life.

We believe our program is one of those programs, and would be a great opportunity for your school, as our core focus is student and community engagement. In addition, students will be exposed to a nice array of topics derived from STEM, software engineering design and develop principles, SCRUM framework, PBL (Student Driven Initiatives), community engagement, and a deeper learning environment.

If you find value in this, and would be open to a further discussion on how this program could be beneficial for your students, I can be reached directly at (773) 619-3197, or via email vea@insightfuldecisions.com. You can also view more details and view a Demo of the type of sites students will build at: <http://www.insightfuldecisions.com/startup>

Sincerely,

Vea Glenn



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Program At A Glance

Grade level, subjects: Middle – High School

Essential question: Identify a problem with a social impact affecting your peers, school, and/or community. Develop a web application that will act as the platform to bring awareness to the problem, educates, encourages, and engages your community and peers to act.

Duration: 10 weeks

Description:

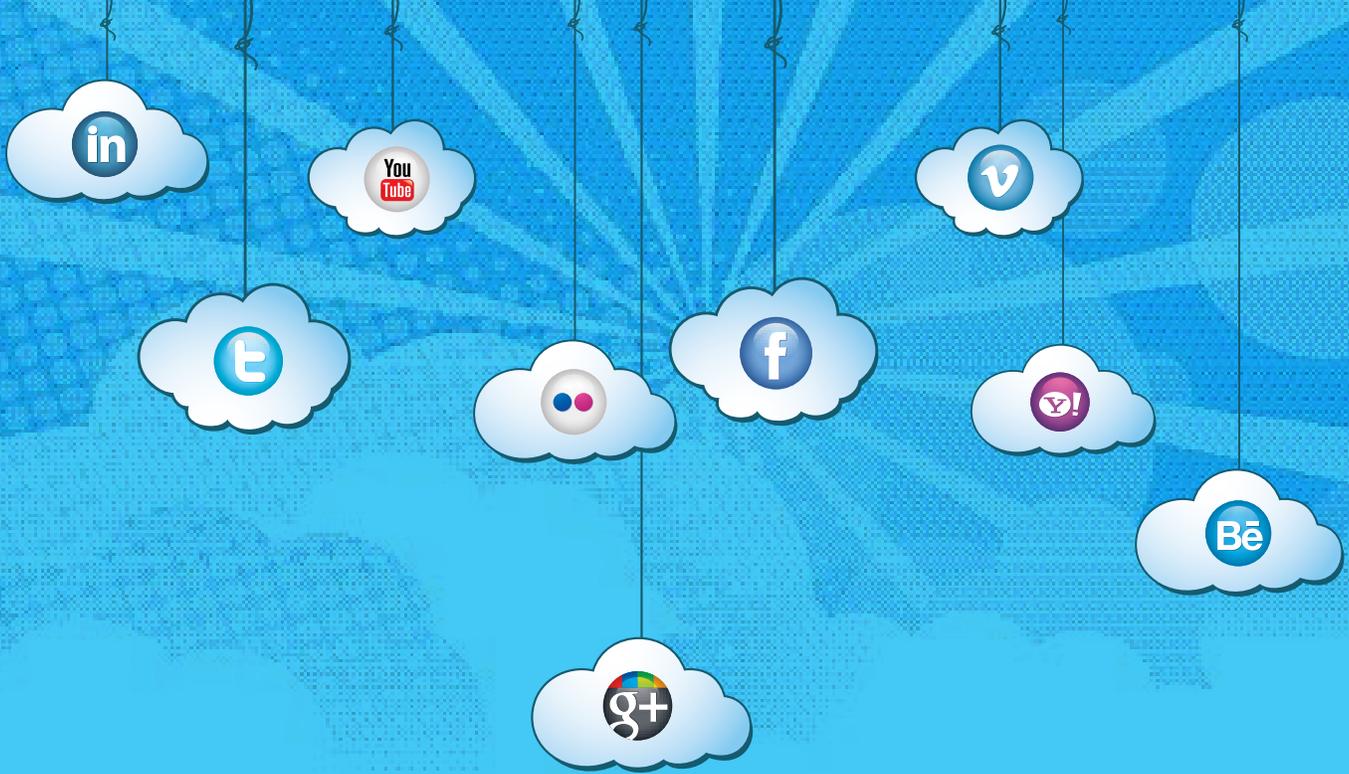
Students will be tasked with identifying a social cause that impacts their lives, school, and/or communities. They will do this through brainstorming issues important to them, and surveying peers, staff, family, and/or community members for additional input. From there they will identify a specific problem that they will address through the creation of a web application geared to bring about social awareness and change. Students will take the lead and have hands on involvement from the products inception to deployment of the actual website/application. They will be broken out in 8 –10 groups that represent various key leadership roles on a software development team. Next, they will iterate through the various phases of the development process, (analyze, design, develop, test, deploy, and support), and collaboratively build and launch a web application by completing tasks aligned with their own talents, abilities, skillsets, and passions. Students will end the program with a Demo Day, where their fully functional website will be presented to the public, fully accessible via the internet.

Assessments:

Assessments are integral to this project. All activities are implemented in Sprints to effectively manage overall progress of solution in smaller chunks. Stand up meetings are held where students evaluate what's to be done, what they are working on, what's tested, what's completed, as well as anything blocking them from making progress. In addition to assessing themselves, they will actively assess others. Weekly Sprint Retrospective meetings are conducted where students provide Lessons Learned feedback. Multiple product releases are evaluated, final release, and student "Pitch" is constructed and evaluated as well.

Cost: \$5000





About IdealStudent Startup

IdealStudent Startup is a student leadership and team building program designed to assist students in developing their web development skills and increase their interest in the skills and knowledge needed to succeed in this growing information technology field. Presented with a real world social problem to solve, students will innovate a solution, be placed in key leadership roles on a development team, and collaboratively take an idea from concept to a full blown web application. Students will identify a problem, research, determine a solution, lay out a plan, talk to each other, share data, coordinate, ask questions, fully implement a solution, justify their work, and demo final product.



Why A STEM Based Program?

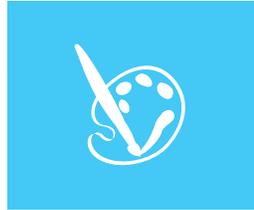
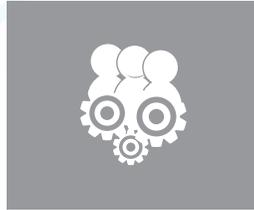


Predictions are that 75 percent of the future job market will be in STEM fields, however, across the nation students studying in the science, technology, engineering and mathematics (STEM) fields are on the decline, and fewer than 300,000 college students nationwide are majoring in STEM.

IdealStudent Startup is a creative way to engage our middle - high school students with the skills and education they need for the jobs of today, the careers of the future, and the skillsets needed for the 21st century work force.



Why Build A Web App?



Web development is a great intro to STEM because there are so many roles, skill sets and technical acumen directly related to STEM related career paths.

In this program, students review and research in detail the “Who and What” for each of the roles, their duties, and responsibilities. Through hands on activities, students create an environment of sharing ideas and building trust. They will see how their own individual skillsets and abilities relate to those roles, and contribute to the overall successful launch of a web application.



Key Leadership Roles through Team Building Activities

There are so many technical roles involved in launching a website. After being placed in appropriate leadership roles based on their interest, students will interact with all the other various roles on the team by talking, listening, executing, and testing ideas with one another to solve a challenge. Students will be encouraged to take intellectual risk, as well as grow in confidence. They will learn how to use the SCRUM Framework to successfully launch their web application. Scrum is a Software Development Framework, and is the same process used by many emerging start-ups, as well as popular tech companies such as Facebook, Twitter, Google, and YouTube to successfully launch a software application.

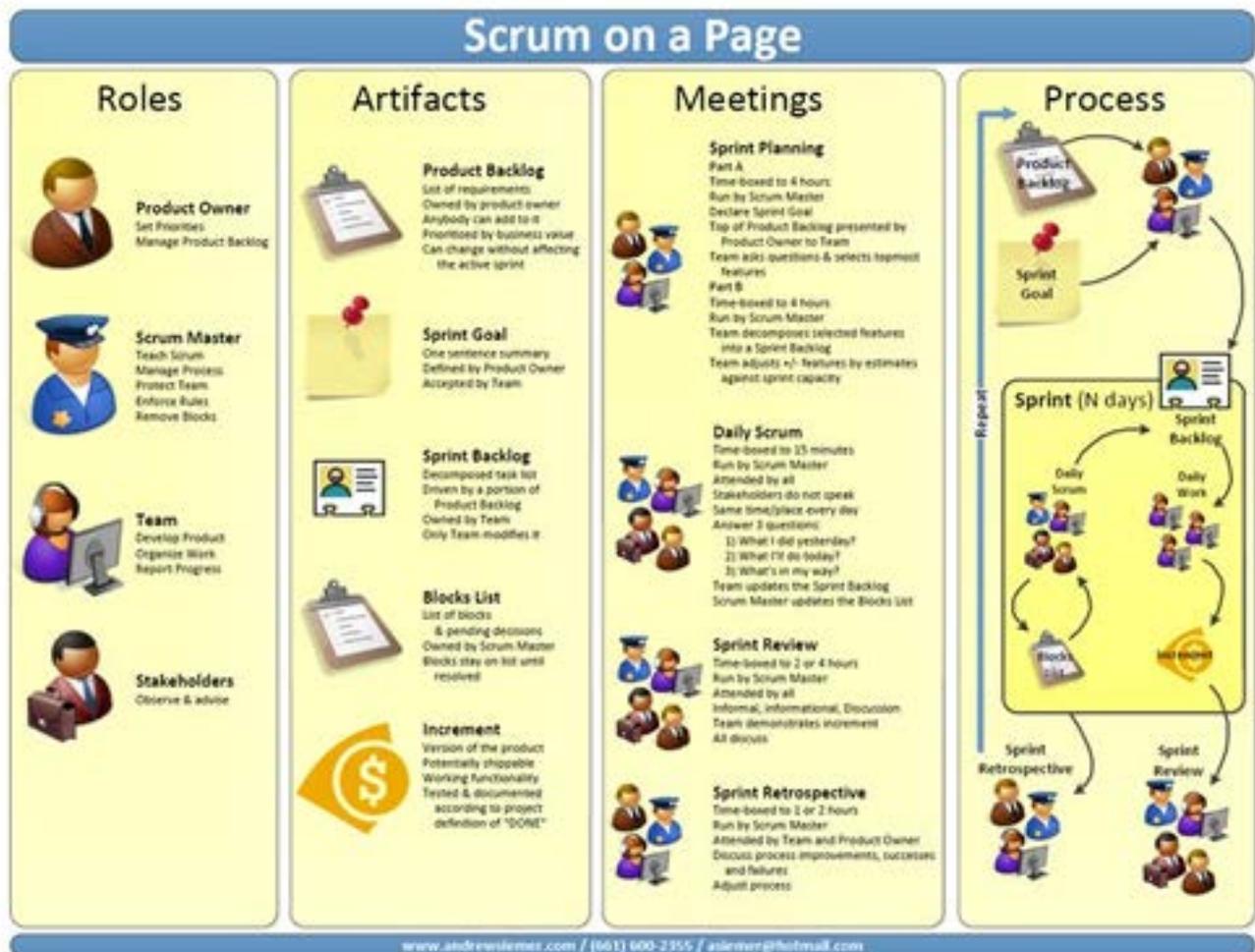


How Scrum Works?

1. Students broken out into roles based on interest, passions
2. Product Owner , Scrum Master , and Team create Product Backlog- list of requirements for website.
3. In Daily Scrum meetings, Scrum Team will determine subset of backlog items each will complete.
4. Sprint Backlog, driver of Sprint. List of work to be completed. This will be interactive process, led by students, that happens around a whiteboard with post notes.
4. Completed Sprint work will be released as an Increment . Multiple Increments will be included in final product.
5. Sprint Planning, Sprint Reviews, and Sprint Retrospective meetings will be held for each Sprint to ensure product and project management.
6. Repeat



* For purposes of our student related website, which will be a more scaled down version of typical websites, Sprints will run for 1 week, and meetings will run around 15 mins.



Program Overview

Inspire students to move and obtain a deeper knowledge of the web development process and successfully build web applications, through student led, team building activities, aligned with their trajectory that keep them engaged in the learning process from start to finish.



1. Real World authentic problem that drives the program

Students will explore real-world problems and challenges they are passionate about solving. The teens will be encouraged to be change-makers and empowered to use the latest digital tools to organize themselves, amplify their voice, take positive civic action, and build a web based solution with a social impact on their lives, school, and/or community.

2. Student Driven through Research and Questions

Students make decisions for themselves throughout the process. They're each required to do in-depth research into a particular area of the web design process based on the role they play. Although this in-depth knowledge can limit their focus, they will gain a broader knowledge by asking questions, as well as the research each of the other team players will have to do and share in order to successfully execute their roles. Thus creating an environment where students lead discussions, as well as benefit from each other's research as each group teach their role and duties to the rest of the class.

3. Collaboration through Team Building

Students learn from what each student learns, all while working together towards a creative goal. Rather than spoon feed answers, they will seek answers and advice from their SCRUM team members as well as from external sources through various team building activities - that teaches students how to rely on each other in order to achieve success.



IdealStudent Startup teaches students to develop their web development skills and increase interest in the skills and knowledge needed to succeed in the growing information technology field.

04. Assessments & Feedback

Student assessment isn't just about their final product, it will be integrated throughout the program via weekly check ins called Sprint Planning Meetings, where students will give an account of task updates, as well as Sprint Retrospective meetings where students will reflect on their lessons learned. Taking this approach, students are made to be apart of the assessment, as opposed to assessments being done to them. This will also give students the opportunity to learn from each other's work, and from each other's feedback in a structured, open, and collaborative format

05. Critical Thinking

Even if kids don't go on to code for living, a basic understanding of programming concepts improves problem-solving and thinking skills which are both transferable and empowering. This is why we choose web development as the platform for exposing Stem based careers to students. In order to successfully launch a website, it requires a series of logical steps, by each and every team player on the dev team, and web development has many. IdealStudent Startup is less about the syntax, or programming language, and more about the logic, strategies, and activities needed by each key team member to effectively complete their task and collectively develop the final solution.

06. College Connection

Our core focus is student engagement, and we hone in on it by helping students focus on their talents, abilities, skillsets, and passions. Ultimately, we want these newly identified and discovered skillsets to open doors, and plant the seed for college majors and possible career paths - so we always include a college campus connection in the program where after identifying their skillsets, students can identify top colleges for those skillsets/majors, as well as a review of thier college admission requirements. Students can then quickly assess how they measure up to thier incoming freshmen requirments, and see how they can make adjustments if needed.



Project Timeline



The product backlog is an ordered list of everything that might be needed in the product and is the single source of requirements for any changes to be made to the product.

1	Pre-Kickoff Week / Session 1 Students presented with 3 different ideas that they're to research and decide which one they would like to launch. Also given Student Interest Assessment that's used for placing students in roles best suited to their interest		Completion Session 1
2	Pre-Kickoff Week / Session 1 Students selects Project Challenge. Students will be broken into groups and given some reading material to start researching their selected role. They will be reviewing the roles title, job description, duties, and key qualities		Completion Session 2
3	Kickoff Week 1 / Sessions 1 & 2 The official curriculum kickoff and students will be presented with their selected Website Challenge. Each group will explain their job description and role on project to other team		Completion Runs 1 Week
4	Week 2 / Sessions 1 & 2 Review two of the most popular Frameworks to implement Software Development Life Cycle, Waterfall and Agile. SCRUM Introduction.		Completion Runs 1 Week



Project Timeline



Students will iteratively work over a series of weeks and release small increments of the web application in weekly sprints. By the end of the program, they will have launched a full scale web application.

5	Week 3 / Sessions 1 & 2 Sprint 1 starts. Dev Team determine what activity(s) from the Product Backlog they can complete for the current Sprint. Each group give account of what's to do, what working on, what's tested, what's completed, anything blocking.		Completion
			Runs 1 Week

6	Sprint 2 starts. Dev Team determine what activity(s) from the Product Backlog they can complete for the current Sprint. Each group give account of what's to do, what working on, what's tested, what's completed, anything blocking.		Completion
			Runs 1 Week

7	Week 5 / Sessions 1&2 Sprint 3 starts. Dev Team determine what activity(s) from the Product Backlog they can complete for the current Sprint. Each group give account of what's to do, what working on, what's tested, what's completed, anything blocking.		Completion
			Runs 1 Week

8	Week 6 / Sessions 1&2 Sprint 4 starts. Dev Team determine what activity(s) from the Product Backlog they can complete for the current Sprint. Each group give account of what's to do, what working on, what's tested, what's completed, anything blocking.		Completion
			Runs 1 Week



Project Timeline



Students will iteratively work over a series of weeks and release small increments of the web application in weekly sprints. By the end of the program, they will have launched a full scale web application.

9	Week 7 / Sessions 1 & 2 Sprint 5 starts. Dev Team determine what activity(s) from the Product Backlog they can complete for the current Sprint. Each group give account of what's to do, what working on, what's tested, what's completed, anything blocking.		Completion
			Runs 1 Week

10	Week 8 / Sessions 1&2 Sprint 6 starts. Dev Team determine what activity(s) from the Product Backlog they can complete for the current Sprint. Each group give account of what's to do, what working on, what's tested, what's completed, anything blocking.		Completion
			Runs 1 Week

11	Week 9 / Sessions 1&2 Sprint 7 starts. Dev Team determine what activity(s) from the Product Backlog they can complete for the current Sprint. Each group give account of what's to do, what working on, what's tested, what's completed, anything blocking.		Completion
			Runs 1 Week

12	Week 10 / Sessions 1&2 Final Sprint. Student Demo Day!		Completion
			Demo



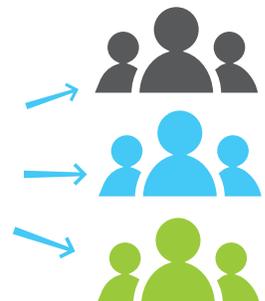
Demo Day



Raising a Social Awareness and Making a Social Impact!

The satisfaction of successfully launching a web app is fulfilling and builds confidence, Students will be empowered knowing their web app will make a social difference in their school and community.

Students will showcase their work to their peers, school, and people from the local community - people will get to see what is going on in the school, providing an opportunity to strengthen the relationship between the school and community, thus providing students with the platform to bring awareness to their cause, and to measure it's social impact through community engagement.



Real World Problem.

Students will discuss their thought process in exploring a real-world problem and their thought process involved in developing an effective solution.

Demo.

WebApp will be launched and publicly accessible via the internet for other students and community to access and engage.

Pitch.

By group, each student will speak to their role, and pitch why their solution is needed for school/community, and the role they played on dev team.

Community Impact.

Students will be able to raise awareness, discuss solution with peers and understand how they can measure it's impact through the communities engagement with their product.



NSSG & Common Core

Our program teaches the exact 21st century skills stressed within the Common Core. These include: deeper learning, learning transfer across problems, collaboration, modern research skills, planning for problem solving in an unknown environment, communication skills, and curiosity.

COMMON CORE

Deeper Learning,
Learning across
platform,
Student Engag-
ment, Student
Achievemnt

- Presented with a question to solve
- Research highly motivated, engaging topics
- Reflective of authentic real world problem
- Makes impact to student, school, community
- Resulting in authentic application of problem
- Leads to increased student engagement
- Causes increase student achievement
-



Students
develop ap-
plications that
address real
world problem

COMMON CORE

Student Driven,
Problem Solving,
Collaboration

- Utilize skills realistic to 21st centry workplace
- Students drive process
- Choose what they will work on
- Based on own curiosity, interest, passions
- Producers of content, rather than consumers
- Work both collaboratively and independently
- Socially engage through feedback sessions
- Show mastery through pitch and a demo



Presented with
a problem,
students drive
problem/solution
process using
21st century skills

NGSS

Engage in
Engineering
Process

- Use Evidence/Facts (Analysis Phase)
- Make Observations (Design Phase)
- Ask Questions (Research)
- Combine Information (Develop Phase)
- Make Educated Guess (Analysis, Design)
- Run Test (Test Phase)
- Analyze Results (Test Phase)
- Make Conclusions (Maintenance, Support)



Students en-
gage in similar
behaviors as
Scientist



Technologies Used

Students will get hands on experience working with popular industry standard Open source technologies to streamline their work in a variety of capacities, from task completion, workflow efficiency, collaboration, mocking up ideas, testing work, and re-using content, for example.



Express - Agile Project Management



Meet the Founder



VEA GLENN
CEO, Founder

Passionate about youth, technology, and ed-tech initiatives.

Veatrice Glenn (Vea) graduated with a B.S. degree in Computer Science from Northern Illinois University and has worked professionally as a software developer for the past 14 years and as a freelance developer for the past year. Recently stepping out, and launching her own startup full time, Insightful Decisions, Inc., Vea is the sole founder and CEO.

Vea is an advocate of continuous learning and is very active in the startup community to stay informed of the latest and best practices. She has completed a 9 month business plan program, graduated from the Founder's Institute, a program that teaches entrepreneurs how to launch meaningful startups, and currently works out of 1871, Chicago's #1 co-working space for startups.

In addition to being a software developer, and entrepreneur, Vea's also a parent, and mom. She humbly wears all her titles. She is passionate about our youth, technology, and developing Ed-tech solutions that enable them to reach their fullest potential, while developing skills needed for the 21st century workplace, so they can better understand and align their own trajectory path with their everyday decisions, college, and life. Vea believes our students would continuously improve when given access to the proper tools and exposed to how to effectively take ownership over the process. By identifying and discovering their skills, talents, abilities, passions, targeting a goal, and assessing their progress, she believes students can accelerate full speed ahead, reach their full potential, and be the best version of their own self that they can be, or what she likes to call the "IdealStudent".



Ex. WebApp Website & Activities



Fix Our Pothole Web App – Students want a more active role in their community. They decided the street Potholes are causing safety and financial concerns for the residents, and they want to develop a web app that brings awareness to thier concerns, identifies all the potholes in the community, and send an email to Mayor’s office to address issue. They want everyone to participate so web-site must allow others to submit potholes. Website should also give history of community, and educational information about potholes. Campaign, and content should be able to easy share/promote on social media.

1. Website Owner, Srum Master, (Team Optional) – Responsible for coming up with list of requirements that need to be included in the website to meet goals of challenge. Ex. Determining what type of information should be on the site, who is the site audience, what is goal and mission of site, What kind of Interactions will site have (Register, Login, Ability to make updates, color, branding, etc...)
2. Business Analyst – Responsible for working with Website Owner and capturing all the Fix Our Pothole App requirements, and making sure information is documented in format usable by other members of project
3. Scum Master – Responsible for the management of the various roles and team members, removing impediments, and success of project from inception to launch
4. UX/UI Designer – Responsible for setting the Fix Our Pothole app Look and Feel Theme and setting standards for how user experience should flow.
5. Content Creators – Responsible for creating all the written content for the site. Home, About Us, Mission, Contact, etc..
6. Media Specialist – Responsible for creating all the video media components for the site. This includes retrieving useful related content from YouTube, as well as creating their own videos that can be used on site for illustration purposes.

*Please note each role will entail multiple students in that role, depending on size of class. Each student will collaboratively work with the other students in that group to accomplish their daily goals, but overall function as a single unit.



Ex. WebApp & Activities



Fix Our Pothole Web App – Students want a more active role in their community. They decided the street Potholes are causing safety and financial concerns for the residents, and they want to develop a web app that brings awareness to these concerns, identifies all the potholes in the community, and send an email to Mayor office to address issue.

7. Graphic Designer – Responsible for creating all the graphics and banners for the site. Students will be given access to free OpenSource tools and stock images where they can research appropriate images, as well as create their own

8. Software Developer – Responsible for the coding/programming and putting together of the website artifacts. Students will be interactively doing building these pieces on the WordPress platform, the #1 Content Management System. For purpose of this project, emphasis will be more on completing specific task in the system, and less on understanding how the entire system work – although, by the time project launched, students would have iteratively touched all the major sections of software.

9. User Acceptance Tester – Responsible for ensuring integrity of Fix Our Pothole app system, by testing site functionality for bugs and defects, and ensuring app is functioning as specified in design and by Website Business Owner

10. Customer Service Analyst – Responsible for the managing support issues with site

11. Social Media Analyst – Responsible for spreading Fix Our Pothole app branding, messaging on Social Media by connecting with various social media networks

12. Search Engine Optimization Analyst – Responsible for making sure our Fix Our Pothole App shows up on the Search Engine Results, driving traffic to the site, as well as tracking on users are engaging with certain keywords.

13. Server Admin – Responsible for ensuring Server is available, accessible, and performing as expected. Curriculum director will always assume this role, and expose student to process

*Please note each role will entail multiple students in that role, depending on size of class. Each student will collaboratively work with the other students in that group to accomplish their daily goals, but overall function as a single unit.





Thanks for your business!



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