

## Students Learn From a Team of Experts, Not a Textbook

In order to prepare for real world experiences, students need to learn directly from industry professionals. Volunteer coaches and mentors are needed to work alongside the classroom teacher to offer first-hand knowledge and insight that will be invaluable to students.

**COACHES** provide authentic business expertise in a specific area. They come into the classroom for a short period of time (ranging from 1 to 5 days) to provide students with real-world context for a specific curricular area. The coach and classroom teacher plan and present material together. Curriculum is developed and provided to the coach.

**MENTORS** are assigned to one team and follow them through the entire process, providing students with feedback and encouragement. A mentor will generally touch base with his/her team two times per month.

**Interested in learning more about these opportunities?**

**Contact Kelly Greene for more information!**  
[kelly.greene@central301.net](mailto:kelly.greene@central301.net)



### Course Instructor

**Kelly Greene**

[kelly.greene@central301.net](mailto:kelly.greene@central301.net)

### Principal

**Chris Testone**

[chris.testone@central301.net](mailto:chris.testone@central301.net)

### Assistant Superintendent

**Dr. Esther Mongan**

[esther.mongan@central301.net](mailto:esther.mongan@central301.net)

**Central High School**

**44W625 Plato Rd.**

**Burlington, IL 60109**

**847-464-6030**

**incubator**edu<sup>®</sup>  
@chs

**Central High  
School**

**Career & Technical  
Education  
Department**

**Building Entrepreneurs  
for the Future**

## The INCubator Program

**INCubatoredu@chs** is an innovative new course at Central High School that blends entrepreneurship instruction with hands-on learning. Instead of just learning about starting a business, students will experience actually starting a business.

This program offers students an authentic entrepreneurship experience. In the course, students have the opportunity to create and fully develop their own product or service. Real entrepreneurs and business experts serve as volunteer coaches and mentors guiding student teams through the processes of developing hypotheses about a business concept, testing those hypotheses, adapting, and continually learning and improving. This cycle of experimentation is combined with foundational business content such as marketing and finance. The goal is to guide students to a successful launch of their company and gain traction in the market place. (INCubatoredu.org)

INCubatoredu creates a foundational experience for high school students who plan to study entrepreneurship and business in college, as well as for those students who may enter the workforce after graduating from high school. Junior level students are a great fit for the program.

## Why Entrepreneurship?

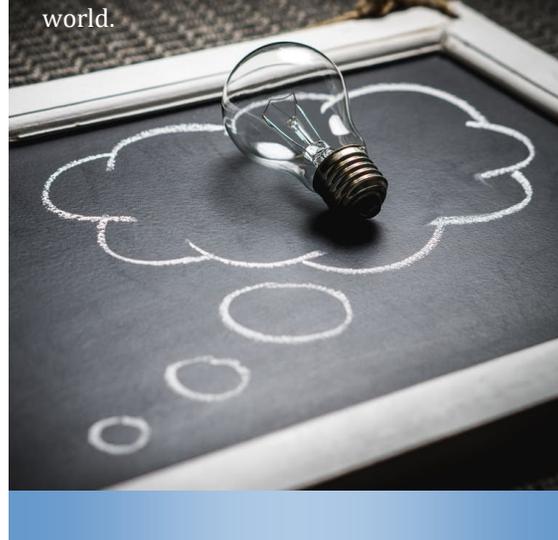
Entrepreneurial skills are valuable to students, whether they are planning for a career in business or not.

Entrepreneurs must think creatively and originally, solve complex problems and be resilient in the face of failure. They must be able to collaborate, thrive in ambiguity and be accountable to others.

In the real world, where simple answers are few and far between, where change is constant, competition is fierce, and careers of tomorrow aren't yet known, students armed with the entrepreneur's toolkit will have a distinct advantage over students who are used to simply "doing" school.

Ultimately, entrepreneurship is about turning ideas into reality and using those ideas to change the world.

**INCubatoredu@chs** prepares students for the complex challenges of today's world.



## Hear What Program Graduates Have to Say About INCubatoredu

"Tell your students that what they're doing right now is exactly what they do in a college level entrepreneurship class at UNC-Chapel Hill (which was just voted the leading entrepreneurship university in the country this summer)."

"I just wanted to say thank you for how much the INCubator program has prepared me for school. Already, I am way ahead of everyone around me in my business classes...an incredible feeling. So far everything we are going over I have already learned whether it be about giving a business presentation, working with financial models, or developing a business plan."

**To learn more about  
INCubatoredu@chs or see  
how you can get involved,  
visit**

**[chs.central301.net/career-technical-education/  
incubatoreduchs/](https://chs.central301.net/career-technical-education/incubatoreduchs/)**