



# The T-Pack (Teacher)

## The Incubator 2.0

### Your Project-Launching Workshop

- ✓ The host in the videos instructs participants on how to complete the Incubator P-Pack.
- ✓ Your role is highlighted in **bold**.
- ✓ Before the workshop, divide class into groups or teams of 4 or 5 participants.
- ✓ **Keep track of time!**



### 1. Me and We

⌚ 5 min

**ME** Participants identify resources and abilities they already possess.

#### Objectives

- Highlight past experiences and achievements
- Validate and identify individual strengths and knowledge

⌚ 10 min

**WE** Participants record each group member's abilities to create a resource pool.

#### Objectives

- Share and appreciate individual abilities and talents
- Recognize skills and talents of others



### 2. The Brainstorm

⌚ 20 min

Participants identify 10 project ideas.

**Optional:** Specify whether the project must fit into a specific subject, be designed for a particular purpose like "Earth Day", or to address a problem in the school or community. You decide!

#### Objectives

- Recognize opportunities
- Learn that ideas and abilities are marketable and of use to others



### 3. The Best of the Best

⌚ 10 min.

Participants select the best project idea and create a task list.

#### Objectives

- Evaluate and prioritize project ideas based on feasibility and value
- Begin the planning process



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## 4. The Big Pitch

🕒 5 min

### Prepare

Participants list the positive points and challenges regarding the project.

### Objectives

- Identify potential selling points and strengthen project-development skills
- Recognize the value of a project and increase appreciation and attachment to it

🕒 4-5 min  
per group

### Present

Participants present and defend their project idea to the other groups. Members from other groups ask questions to clarify and critique each presentation.

**Teacher animates the exchange to keep order and keep questions/comments flowing.**

### Objectives

- Improve presentation skills
- Fine-tune project planning by collecting more opinions and observations



## 5. The Launch!

🕒 10 min

### The Who's Who?

Participants match each group member with a profile description to determine which position or committee is best for each member.

### Objectives

- Discover traits and talents as perceived by one's self and by one's peers
- Learn that each member's abilities are valuable in the realization of any project
- Validate and highlight characteristics that are often taken for granted

### The G-Pack!

Download and distribute one G-Pack to each group.

These optional tools will help students autonomously plan and implement their project.

### Objective:

- Set the scene for participants to take responsibility for their project



### The Launch Continues

The implementation of the projects is an ongoing process.  
The teacher's role is to provide continued support and motivation.



### Timeline

Tell the participants how much time they have to accomplish their project.  
Do the projects have to take place during a particular time period or event or by a certain deadline?



### Frequency

Tell participants when they will be able to work on the project in class.  
Ex. The first 30 minutes of each period, one class per week, every class for a few weeks, etc.



### Updates

Get progress reports from the project managers (Chameleons).  
Remind them that their job is to motivate their team and keep track of what people are doing.  
They should not be "doing everything".



### The Goal

In times of difficulty, remind them that their goal is to make something happen, even if it is not what they originally planned or had in mind.  
Our goal is to teach them to adapt their approaches and plans, and ultimately succeed.



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# P

## The P-Pack (Participant) The Incubator 2.0 Your Project-Launching Workshop



### 1. ME and WE

#### Me

List some of your talents, abilities, and interests.

Think about classes, sports, music, computers, and things you like or know how to do.

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#### WE

List the talents, abilities, and interests of each of your group members.

**Name**

**Name**

**Name**

**Name**



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## 2. The Brainstorm

Find some project ideas!  
Here are 3 easy ways to do it!

- Use what you wrote in the **WE** section to give you ideas!
- What does your school need? What problem could you solve? What would be great to have?
- These categories might help!

- |                         |               |          |                  |              |
|-------------------------|---------------|----------|------------------|--------------|
| ■ Education             | ■ Environment | ■ Health | ■ Entertainment  | ■ Sports     |
| ■ Relationship building | ■ Arts        | ■ Media  | ■ Social Justice | ■ Technology |

List activities, businesses, products, or services that would work well in your school or community.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



## 3. The Best of the Best

Choose your best idea or combine some to make one!  
Is your idea realistic, original, and useful?

**Project Idea or Name:** \_\_\_\_\_

### Tasks:

List all the things you'd have to do to make this project happen.  
Think about money, permission, production, materials, and promotion. Everything!

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



## 4. The Big Pitch

### Prepare

List all the positive points and all the challenges you may have in doing this project.

#### Positive Points

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#### Challenges

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### Present

Two or more members of your team will present your project to the other groups. Your presentation should answer these questions in an interesting, fun, or original way! If you have time, make a poster with a visual of your slogan, logo, or ad.

#### ● Where did your idea come from?

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#### ● What is the idea and what will have to be done?

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#### ● Why is this a good idea?

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#### ● Who will benefit from your project?

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All the other teams will look for missing details, ask questions, find problems, and offer suggestions! So be ready to defend your idea!



## 5. The Launch!

### The Who's Who?

These are positions that are played in any project or business.

Read each description.

Match each of your group members (including you) with the position that fits best!

**The Go-Getters**    Public relations and sales \_\_\_\_\_

These people like to talk and get people's attention.

"Why be shy?" They promote and sell.

**The Number-Crunchers**    Finance and Administration \_\_\_\_\_

These people are organized and can keep track of money and information.

**The Doers**    Production or Service provider \_\_\_\_\_

If it's a product- they'll make it.

If it's a service- they'll provide it. You can count on them!

**The Magicians**    Advertising and Publicity \_\_\_\_\_

They have creative ideas. They come up with cool advertisements, slogans, and posters.

**The Chameleon**    Project Manager \_\_\_\_\_

They keep track of everything that needs to be done and who needs to do it!

### GO

- You have a great project idea.
- Now make it happen.
- Your idea will probably change.
- Just keep moving forward.

### The G-Pack

- Use the tools in it to help you.



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## The G-Pack (Group)

# The Incubator 2.0

# Your Project-Launching Workshop

## Who Does What?

You can use the **Who Does What?** in two ways.

1. Make and update a list of all the things the whole group needs to do.
2. Each person in the group can use it to keep track of everything that needs to be done in their "committee". Ex. Marketing, fund-raising, or production.

[illegible]

# The Money Machines







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## FINANCIAL NEEDS

Make money your friend- not your enemy! You've got to know what you need and how much it costs!

Ex. Doers realize that they will need 6 soccer-balls, 100 drinks, 2 referee sweaters, etc.

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Income (Money in)		Total
Sponsorships 	Donations 	\$ 500
School Help 		\$ 50
Sales 		\$ 100
Total Income		

Expenses (Money out)	Quantity	Cost	Total
Soccer balls 	6	Free from school 	\$ 0
Drinks 	100	50 cents 	\$ 50 
Total Expenses			

Profit or Loss		Total
Income		
Expenses		
(Income - Expenses)	Total \$ Needed	

**Will you make a profit?**  
**Or do you need to raise some more money?**



# SPONSORSHIP LETTER

DATE

Dear Mr./Ms. Name,

We sincerely appreciate **Company or Organization's Name** dedication to supporting youth initiatives in the community and are thankful for the opportunity to submit our donation request!

We at **School/Org Name** are hoping to help, promote and support our cause by **Organizing / Launching/Etc.** a **Project Name** in our local community. With this in mind, we are currently seeking donations and/or sponsorships which would aid our effort. Our project will focus on **Describe Project Target & Objectives.**

We sincerely feel that you would be a great fit with our initiative and are respectfully requesting **Donation Amount/Materials.**

## Project/Event Details

Project Name: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Your support would be an invaluable partnership and your donation will directly impact our goal! Thank you and please feel free to reach out if you have any additional questions about the project.

Kind regards,

Your Name

- School or Organization Name
- Your Phone Number
- Your Email



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