



# BOSS Club<sup>TM</sup>

## Entrepreneurship Curriculum Overview

# Complete Overview in 12 Minutes



[Watch: Curriculum Overview](#)  
*(3 Minutes)*



[Watch: Curriculum Walkthrough](#)  
*(9 Minutes)*



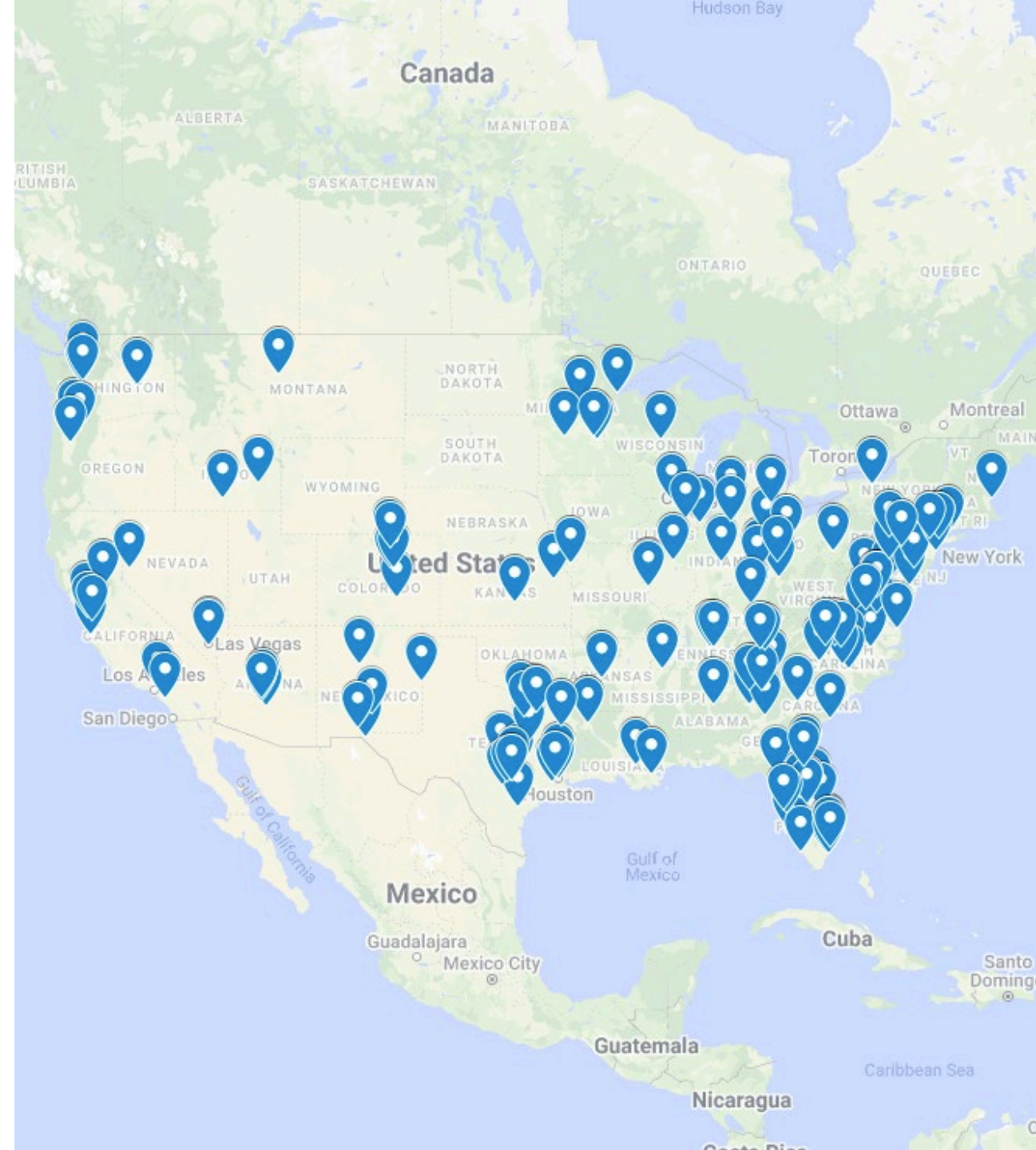
# Trusted by 140+ Schools Across the US

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**Do you have students at your school that are interested in entrepreneurship, but aren't sure how to help them pursue it?**

Boss Club has helped *thousands* of students across the country start their first business and have their lives changed by entrepreneurship. We make it turn-key to launch a one semester or year-long entrepreneurship offering at your school, and your teacher doesn't need any business background in order to instruct the course.

***There's never been a more important time to teach entrepreneurship, and we make it easier than ever to do so.***







## Endorsed by Baylor University

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*"Boss Club is quickly becoming the **gold standard in entrepreneurship education** for primary and secondary schools. For students interested in immediately starting their own business, or in continuing their entrepreneurship education in college, the Boss Club curriculum provides them the mindset and toolkit to **greatly increase their odds of success.**"*

**Dr. Kendall Artz**

Director

**Baylor University**

Baugh Center for Entrepreneurship and Free Enterprise

# Our Goal

## Why

Teach students **how to apply entrepreneurial thinking to all subjects** and careers, setting them up to **flourish in the world they are about to enter.**

## How

We help students **design, launch, and run their own small business**, requiring them to think critically and **use their class subjects to solve real world problems.**

## What

**Two semesters of turn-key entrepreneurship curriculum** and all of the support needed for your teacher and students to be successful the very first semester.

# Why Teach Entrepreneurship?

Equipping students with the skillsets to flourish in school and after graduation



## Create Deep Learning

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Entrepreneurship education has an opportunity to “**trigger deep learning and instill engagement, joy, motivation, confidence and feelings of relevancy among students.**”

[Entrepreneurship in Education](#), Organization for Economic Co-Operation and Development



## Cultivate Self-Initiative

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“**Entrepreneurship education empowers young people to see the world as opportunity rich, and to craft the lives they dream to live.**”

[Why Schools Should Teach Entrepreneurship](#), Aspen Institute



## Equip Young People

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**55% of the US adult population have started at least one business in their lifetime.** We need to equip the next generation with these skills earlier in life!

[Global Entrepreneurship Monitor](#), Babson College

# Our Outcomes

Our programs create both **hard and soft skill development** that students will **carry with them into other courses and throughout their lives.**

**100%**

Teachers reported their students grew in confidence, creativity, independence, financial literacy, desire to save money, desire to give back to the community, perseverance, flexibility, grit, or critical thinking

**\$118**

Average sales per student launching their business

**\$95**

Average savings account growth for students that saved

**9 out of 10**

Students that launched their business made sales

**7 out of 10**

Students that launched their business plan to continue with entrepreneurship

# Our Courses



## Entrepreneurship 101

One-semester course that helps students **design, launch, and run their own small business.**

- Creating and vetting your business idea
- Designing your business for success
- Launching with a Minimum Viable Product (MVP)
- Logo creation
- Making sales to friends and family
- Accounting, tracking, and analytics
- Online marketing and website creation
- Tax and legal matters
- Stewarding the profits of the business



## Entrepreneurship 201

One-semester course where students **scale the business they started in the first course.**

- Revenue and societal impact goals
- Building an email audience for repeat purchases
- Email marketing deep dive
- Growing your business beyond friends and family
- Optimizing your business metrics and financials
- Time management
- Building a team
- Raising money, valuation, and exiting the business
- Highlighting entrepreneurship on your resume

See full list of course content at [BossClub.com/syllabus](https://BossClub.com/syllabus)



# Bonuses

Come With ENT 101 or ENT 201



**Lesson Plans:** 15 weeks of lesson plans based on teaching the course 2-5 days per week. Also includes video notes for students and teachers, activity worksheets, and grading templates for presentations. This significantly reduces the amount of time required for your teacher to plan the course!



**Teacher Community:** Private online community just for teachers of this course to connect, ask questions, and get support. Your teacher will never be alone instructing this course!



**Dedicated Account Manager:** Your teacher will have a personal contact at Boss Club checking in on them throughout the course to offer support and recommendations. We are excited to work closely with every single one of our teachers to ensure their class is remarkably successful.



**Toolkits:** Use our *Recruitment Toolkit* drive enrollment for the course. Our *Fundraising Toolkit* has a library of ways to raise money to help cover the cost of the course. The *Community Involvement Toolkit* contains a selection of templates to send to local entrepreneurs and businesses so that they can support your student entrepreneurs.



**Requirements Crosswalk:** Need to know how Boss Club courses match your requirements (state, accreditation, etc.) for teaching entrepreneurship? We'll create a crosswalk for you.

NEW

# Performance & Press Package



## Business Mentorship

We work with your classroom **to guarantee their businesses are successful.** Includes:

- “Business Hotline” where teachers can ask business questions on their students’ behalf and get video feedback and coaching from Boss Club weekly
- Live Zoom calls in class with our team to address specific business questions from students



## Turn-Key Media Kit

We provide marketing assets to **share the success stories with your constituents.** Includes:

- Custom highlight video featuring your teacher(s) and students showcasing their success
- Customized press release for your school
- List of local press sources and contact information
- Two-page overview of the results and outcomes of the course

# Course Format

ENT 101 and ENT 201 each last approximately 15 weeks and are arranged into Modules that are then allocated into weekly timeframes. Each week comes with lesson plans (for 2, 3, 4, or 5 class sessions per week), and the course content consists of pre-recorded videos as well as a range of materials for the instructor to pull from, including discussion questions, assignments, and presentation projects. Students can also use class time to be working on their businesses. The course is turn-key but flexible enough that teachers can make it their own.

## Example: ENT 101 Layout

| Module 1                                 | Module 2                   | Module 3                   | Module 4                      | Module 5                                 | Module 6                          |
|--|----------------------------|----------------------------|-------------------------------|--|-----------------------------------|
| Introduction and<br>Selecting a Business | Designing Your<br>Business | Launching Your<br>Business | Tracking for Your<br>Business | Marketing and Sales<br>for Your Business | Profit, Taxes, and<br>Giving Back |
| <i>Weeks 1 and 2</i>                     | <i>Weeks 3, 4, and 5</i>   | <i>Weeks 6 and 7</i>       | <i>Week 8</i>                 | <i>Weeks 9, 10, and 11</i>               | <i>Weeks 12, 13, 14, and 15</i>   |

Each week includes **video and textual lessons with background and explanation of the concepts being taught, activities, assignments, worksheets, and context** for why this step is important in the entrepreneurial process.

# Testimonials

*"Rarely do you find a course that requires both creative and critical thinking. Boss Club's entrepreneurship course does this. It is a great way to take classroom learning and put it into everyday living both as a business owner and income earner."*

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**Tim England**  
Administrator  
Heritage Christian School  
Findlay, Ohio

*"Our students learned valuable life lessons from a business perspective, and **the most important thing that I saw from the students is that they were able to develop critical thinking skills.** This is such a valuable course and I would recommend it to any school!"*

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**Ryan Moore**  
Director of Business Academy  
North Cobb Christian School  
Kennesaw, Georgia



# Pricing

## ENT 101

Per Semester

**\$650**

15 Seat  
License

**\$975**

30 Seat  
License

**\$1,300**

31+ Seat  
License

## ENT 201

Per Semester

**\$650**

**\$975**

**\$1,300**

## Performance & Press Package

Per Semester

**\$2,000**

Includes business  
mentorship and turn-key  
press package

### *Pricing Notes:*

*Middle and high schools are treated as separate schools and require separate licenses.*

*No long-term commitments or contracts required.*

*Pricing is per school.*

# Signing Up is Easy

## Register

Fill out a simple form at [BossClub.com/start](https://BossClub.com/start) to register your school!



## Onboarding

We'll connect your teacher with your **dedicated account manager** who will provide course logins and onboarding, as well as access to our private teacher's community.



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# About the Founders



## **David Grubbs**

David taught entrepreneurship at Baylor University for 3 years, helping dozens of students launch and grow real companies. He has launched nearly two dozen companies himself over the course of a 20-year career as a full-time entrepreneur, generating over \$37mm in online sales, raising \$2mm in funding from investors, and managing over 50 employees. David holds a BBA in Finance from Baylor University.



## **Charlie Gasmire**

Charlie has an entrepreneurial and M&A background, completing over 20 company acquisitions totaling nine figures of acquisition spend, creating hundreds of millions of dollars in added revenue to the acquiring companies. He has started several companies of his own including an aviation education company with over 70,000 YouTube subscribers and millions of views. Charlie holds both a BBA in Finance and Entrepreneurship and an MBA from Baylor University.

# Let's Get Started!

Visit **BossClub.com/start** to enroll your school today!  
If you have questions or would like to preview the curriculum, contact us below.



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