A. Features and Benefits - Nucleus Entrepreneurship and Nucleus Economics Courses

Features and Benefits:
a. Student:
   i. Modern, relevant curriculum to provide tangible skills for workplace readiness.
   ii. Engaging, scripted, TV-style lecture videos that hold students' attention.
   iii. Custom activities for every module to reinforce concepts and build real-life skills.
   iv. Collaborative opportunities for students to interact with each other during the classroom experience.
   v. Additional resources to provide differentiated learning experiences for students (including AI-powered, real-time feedback).
   vi. Easy-to-use learning management system (LMS) seamlessly integrated with students' current LMS, SIS, and single sign-on tools.
   vii. Multiple assessment modalities, including games, simulators, and a variety of review question types such as multiple choice, free response, and True/False statements.
b. Teacher
   i. Fully-designed lesson plans with interactive videos, review questions, vocabulary, and more.
   ii. Custom-built activities integrated into every Nucleus module.
   iii. Proprietary AI grading assistant to help review students' responses.
   iv. Full visibility into student data to help inform instructional practices.
   v. Easy-to-use learning management system (LMS) seamlessly integrated with teachers' current LMS, SIS, and single sign-on tools for automatic rostering, grading, and assignment creation.
c. Admin
   i. Analytics & Data Visibility into student & teacher usage rates, student reviews, completion rates, benchmark scores, and achievement.

Components:
a. Student Edition
   i. Access to student curriculum resources; includes everything that the Teacher Edition has, except for: answer keys, solution guides, and teacher-exclusive features like class enrollment, grading functionality, etc.
b. Teacher Edition
   i. Access to all Student Edition features, plus teacher-exclusive features like raffle tickets, certificates, solution guides, access to Grading Mode, assessments, and class rostering.
c. Admin Edition
   i. Access to all features that a student has, with additional Admin-level features such as analytics and district-wide reporting.

Ancillary:
a. Unlimited Teacher Training/Support
   i. Nucleus will provide unlimited training & support to teachers to ensure successful implementation and usage of the curriculum. The training session normally takes 1 hour, and support is conducted by real-life Nucleus Customer Success Team members via text, phone call, or email. Each teacher has their own dedicated Nucleus support specialist, or "concierge," throughout the duration of the contract.

b. Integrations with LMS/SIS
   i. Nucleus will provide integrations with the district's Learning Management System (LMS) and Student Information System (SIS) upon request, for automatic grading, assignment creation, and rostering.

B. Curriculum Scope & Sequence

    a. **Entrepreneurship Syllabus**
    b. **Entrepreneurship Standards Correlation**
    c. **Economics & Financial Literacy Syllabus**
    d. **Economics & Financial Literacy Standards Correlation**

Nucleus Entrepreneurship Course Syllabus

In this 22-module course, students will gain an understanding of key business and entrepreneurship concepts, and incorporate what they've learned into launching and growing a business of their own. There are three sections in this course.

Entrepreneurship Part I: Launch Content: Ideas, Business Models, Competitors, Brands, Website	
Module 1: Intro to Entrepreneurship	*Overview:* Students will be able to: ● Know what entrepreneurship is and why it's a good potential career path ● Understand how to choose the right business partner ● Come up with a good business idea *Activity:* Students will analyze business ideas for viability and come up with their own potential business ideas *Assessments:* Students answer multiple choice questions about various ways people become entrepreneurs, and the factors that determine a business's success. Students will be tested on their ability to use a framework to determine the viability of example businesses.
Module 2: Business Models	*Overview:* Students will be able to: ● Understand the four components of a business model: the product/service, customers, pricing, and costs *Activity:* Students will use the business model canvas to analyze their business ideas and determine if they are viable *Assessments:* Students are assessed on their ability to distinguish between B2B or B2C. Students are tested on their ability to calculate profit margins

	using direct and indirect costs. Students must correctly calculate the market size, profits, and losses from various business examples.
Module 3: Competition & MVPs	*Overview:* Students will be able to: • Analyze the competitive landscape using a SWOT analysis • Develop a minimum viable product that meets customers' most basic needs and allows them to get feedback and iterate *Activity:* Students will perform a SWOT analysis on a competitor and plan out their MVP in preparation for launch *Assessments:* Students will be tested on their understanding of competition, differentiation, iteration, MVPs and SWOT analysis by answering multiple choice questions regarding examples of how businesses can implement these concepts.
Module 4: Go to Market Strategy	*Overview:* Students will be able to: • Create a customer profile for their ideal customer • Plan out strategies for reaching their ideal customer with marketing messages • Strategize about how to handle transactions and make sales *Activity:* Students will create a go to market strategy in preparation to launch their business *Assessments:* Students will answer multiple choice questions about customer demographics, GTM, and ideal customer profiles. Students will test their knowledge on the components of an ideal customer profile by building their own.
Module 5: Developing a Brand	*Overview:* Students will be able to: • Search the USPTO website for existing trademarks

	● Choose a good name for their company ● Use an online tool to design a logo for their business *Activity:* Students will come up with a name for their company, search for existing trademarks, and design their logo *Assessments:* Students will be tested on their knowledge of branding and how to trademark a company name by testing the name availability on uspto.gov. Students will answer multiple choice questions about company names and logos of business examples.
Module 6: Crafting a Sales Pitch	*Overview:* Students will be able to: ● Write a one sentence sales pitch that introduces their business ● Understand the six components of an effective sales pitch *Activity:* Students will write their first, short sales pitch and share it with classmates *Assessments:* Students will be tested on their knowledge of the six criteria of a sale pitch by answering multiple choice questions and analyzing example pitches. Students will test their knowledge on taglines by reviewing example taglines and building their own tagline that follows a framework.
Module 7: Building a Website I	*Overview:* Students will be able to: ● Design a website that has all the most important pages for a business ● Use an online website builder tool to create their own website ● Search for available domain names Activity: Students will build their own website for their business

	Assessments: Students will be tested on the four common pages of the website by answering multiple choice questions with example businesses, and by building out the content for the four pages they will use on their own website.
Module 7 (Part 2): Building a Website II	*Overview:* Students will be able to: ● Design a website that has the most important pages to market their business and capture leads ● Use an online website builder tool to create their own website ● Search for available domain names *Activity (cont.):* Students will continue building their own website and launch it *Assessments:* Students are assessed by their ability to build their website from scratch, and implement the four pages.

Part II: Grow **Additional Content: Social Media, Marketing, Sales, Software**	
Module 8: Marketing to Generate Leads	*Overview:* Students will be able to: ● Create online content to market their business ● Use an online tool to develop promotional materials such as flyers and business cards *Activity:* Students will create a marketing flyer to promote their business *Assessments:* Students will answer multiple choice questions about leads, lead generation, and CTAs using examples of businesses. Students are tested on concepts of online content and promotional materials by building their own materials and discussing examples.

Module 9: Online Marketing	*Overview:* Students will be able to: ● Understand the basic concepts of web traffic and search engine optimization ● Update their website to improve its search presence ● Understand how online advertising works *Activity:* Students will update their websites to improve the SEO *Assessments:* Students will answer multiple choice questions with examples of search engine optimization, keywords, backlinks, and paid traffic. Students will test their knowledge of these concepts by reviewing a fictional website and identifying six errors regarding headings, page titles, keywords, etc.
Module 10: Selling	*Overview:* Students will be able to: ● Navigate the four stages of a sales conversation ● Effectively sell their product or service *Activity:* Students will practice having sales conversations with their classmates *Assessments:* Students will be assessed by their ability to distinguish the various types of objections customers will have during a sales pitch. Students will practice dealing with example objections and responding in the manner taught in the lesson. Students will answer multiple choice questions about how to start a conversation with a customer and handle various types of objections.
Module 11: The Sales Funnel	*Overview:* Students will be able to: ● Understand the concept of a sales funnel ● Understand the two key ways of growing their business ● Calculate their lead conversion rate

	Activity: Students will design a sales funnel for their business and practice calculating key metrics to measure their success *Assessments:* Students will be assessed with math questions about conversion rates and other metrics that are part of the sales funnel.

Module 12: CRM & Customer Data	*Overview:* Students will be able to:
	
	    ● Understand how to collect and store customer data
	    ● Use a basic CRM software tool
	
	Activity: Students will practice setting up a CRM program for their business and inputting some customer data
	
	Assessments: Students will answer multiple choice questions about the purpose and value of CRM tools. Students will be tested on their ability to correctly complete the tasks using a CRM tool simulation; tasks include adding columns to the pipeline and making adjustments to clients.

Module 13: Email Marketing	*Overview:* Students will be able to:
	
	    ● Use email marketing to keep their audience engaged
	    ● Prepare and send marketing emails using email marketing software
	
	Activity: Students will practice using email marketing software to send out a marketing email for their business
	
	Assessments: Students will answer multiple choice questions about concepts such as: open rate, clickthrough rate, and other components of the automated emailing process. Students will be tested on their ability to utilize email marketing software by composing an email with the correct components and creating the correct workflow automation.

Module 14: Customer Lifecycle	*Overview:* Students will be able to: ● Understand the phases of the customer lifecycle ● Develop strategies for building customer loyalty ● Measure key metrics from their customer data *Activity:* Students will use the customer lifecycle framework to create customer loyalty and drive repeat business *Assessments:* Students will answer multiple choice math questions that test their knowledge on conversion and retention rates. Students will be assessed on their knowledge of the 5 phases of the customer lifecycle by building their own customer lifecycle.
Module 15: Business Trivia	*Overview:* Students will: ● Review everything they've learned so far by playing a fun, Jeopardy-style trivia game *Activity:* Students will play a trivia game to review key concepts they've learned. *Assessments:* Students are assessed on their knowledge of all concepts throughout the course so far as they answer trivia questions under the topics of: General, Business Metrics, Business Strategy, Sales/Marketing, Online Marketing.

Part III: Scale Additional Content: Finance, Hiring, Legal & Taxes, Expansion, Investment

Module 16: Basic Finance & Accounting	*Overview:* Students will be able to: ● Determine the difference between fixed

	● and variable costs ● Keep track of their business expenses ● Perform a break even analysis *Activity:* Students will work with a tool to estimate different costs and calculate their break even point *Assessments:* Students will answer multiple choice math questions about fixed and variable costs, and how to measure the breakeven point. Students will be assessed on their ability to calculate a breakeven analysis by totaling the fixed and variable costs and using a formula to find the break even point.
Module 17: Entrepreneur Spotlight	*Overview:* Students will be able to: ● See role models who have come from similar backgrounds achieve success in Entrepreneurship ● Be inspired from the stories of people who look and speak like them having success in business ownership *Activity:* Discuss the various Entrepreneur's stories and what they learned from them *Assessments:* Students will be assessed through short writing assignments, as they explain how the entrepreneurs from the videos built their businesses, and how they overcame the obstacles they faced.
Module 18: Software & Automation	*Overview:* Students will be able to: ● Connect their software tools together using automation ● Move data between their various technology tools to ensure data accuracy and consistency *Activity:* Students will practice using automation to improve efficiency and connect their software tools together

	Assessments: Students will be assessed by answering multiple choice questions about automation and integration. Students will decide when it is appropriate to use various automation processes. Students will be tested on their ability to send automated emails to customers by creating triggers and actions.
Module 19: Legal & Tax Planning	*Overview:* Students will be able to: ● Understand the basic concepts of business liability and legal entities ● See the importance of setting up legal entities to protect their assets ● Understand profits and losses and how they impact their taxes *Activity:* Students will plan out their legal entity structure to protect their personal finances from their business liability *Assessments:* Students will be assessed by answering multiple choice questions about independent contractors, taxation, and liabilities. Students will be tested on their ability to determine the outcomes of having an LLC or corporation in various scenarios.
Module 20: Hiring & Expansion	*Overview:* Students will be able to: ● Understand the different possibilities available for ongoing growth and expansion ● Understand how to create a strong company culture ● Understand the difference between debt and equity and how to raise outside finances for a business *Activity:* Students will write out an expansion plan for their business by incorporating their own personal goals

	Assessments: Students will be assessed by answering multiple choice questions about how to scale a business. Students will answer math questions regarding equity, debt, ROI and interest rates. Students will be tested on their ability to choose an expansion plan relevant to their scenario.
Module 21: Pitching Clients & Investors	*Overview:* Students will be able to: • Understand how to create an investor presentation and pitch deck • Understand what makes a business investable and when it's a good idea to seek funding *Activity:* Students will build a pitch deck for their business in preparation for the pitch competition *Assessments:* Students will be assessed by answering multiple choice questions about how investors decide which businesses to invest in. Students will demonstrate their understanding of pitch decks by building their own with slides such as: The problem and solution, Go-To-Market Strategy, etc.
Module 22: Pitch Contest I	*Overview:* Students will: • Practice pitching their business using their pitch deck • Decide which businesses should get funding and why *Activity:* Students will pitch their businesses in front of the class *Assessments:* Students will be assessed on their ability to pitch their idea clearly and succinctly in front of an audience. Students will be assessed on all components of their business model from the course, as they present their business idea.

Module 22 (Part 2): Pitch Contest II	*Overview:* Students will: ● Take turns pitching their business in front of their class ● Vote on who gets funding for their business and who doesn't *Activity (cont.):* Students will finish the pitch competition and vote for the winners

Mississippi Entrepreneurship Standards Correlation

Standard	Modules
NBEA-E1 – Entrepreneurs and Entrepreneurial Skills • Examine the role entrepreneurs play in today's economy and recognize the unique personal characteristics and skills that successful entrepreneurs possess.	• Module 1: Business Idea Generation ○ Students will be able to recognize personal traits in a description of an entrepreneur ○ Students will be able to develop a business idea and build the idea out with concepts such as online marketing, CRM customer data and profit margins, helping them evaluate themselves as an entrepreneur • Module 2: Business Models ○ Students will be able to identify and discuss factors that determine a business's success • Module 3: Competition & MVPs ○ Students will be able to research the competitors of their business ideas, and generate business ideas based on factors such as customer need and market size • Module 15: Entrepreneur Spotlight ○ Students will able to listen to the stories of real life entrepreneurs and and discuss how they relate
NBEA-E2– Entrepreneurial Trends • Recognize trends in society that can lead to entrepreneurial opportunities.	• Module 1: Business Idea Generation ○ Students will be able to develop a business idea by deciding on a problem that society is willing to pay for, or trends they see in society • Module 3: Competition & MVPs ○ Students will be able to research

	competitors in their industry and identify what trends the business was developed upon ● Module 14: Customer Lifecycle 　○ Students will be able to use the customer lifecycle framework to create customer loyalty and drive repeat business 　○ Students will be able to discuss techniques that real businesses use to create and manage customers
NBEA-E3 – Idea Generation and Validation (LEAN Startup) ● Use lean startup methods to generate, develop, and test ideas to identify market and business opportunities	● Module 1: Business Idea Generation 　○ Students will be able to explore how entrepreneurs identify a need, and innovate to create new products and services 　○ Students will be able to determine whether business ideas are viable using a framework ● Module 3: Competition & MVPs 　○ Students will be able to explain the concept of building lean prototypes, or MVPs, in order to iterate and refine the product or service to meet the needs of customers 　○ Students will be able to trial their ideas on their classmates, and identify features of their product or service to eliminate or alter ● Module 21: Pitching Investors 　○ Students will be able to understand what makes a business investable and when it's a good idea to seek funding 　○ Students will be able to research business examples and calculate the risk level of business ventures using a framework

NBEA-E4 – Economics	

• Apply economic concepts when making decisions for an entrepreneurial venture.	• Module 2: Business Models
	  ○ Students will be able to identify costs of items, and cost per use, and how to price their product or service in order to make specific profit margins
	• Module 16: Basic Business Finance
	  ○ Students will be able to perform a break even analysis and explain economies of scale
	  ○ Students will be able to keep track of their business expenses, estimate future costs and calculate their break-even point
	• Module 20: Hiring and Expansion
	  ○ Students will describe the difference between debt and equity and how to raise outside finances for a business
	  ○ Students will create expansion plans for example businesses based on how the business is doing, the customer needs, and opportunity in the market

NBEA-E5 – Marketing	

• Develop a marketing strategy to introduce a product or service.	• Module 4: Go to Market Strategy
	  ○ Students will be able to describe online and offline marketing strategies such as paid advertising, cold calling, conferences and networking, etc.
	  ○ Students will be able to create multiple go to market strategies in preparation to launch their business
	• Module 8: Marketing to Generate Leads
	  ○ Students will be able to use an online tool to develop promotional materials such as flyers and business cards
	  ○ Students will be able to create online content to market their business Students will be able to use an online tool to develop promotional materials such as flyers and business cards
	• Module 9: Online Marketing
	  ○ Students will be able to explain basic

	concepts of web traffic and search engine optimization and update their website to improve its search presence Students will find problems in a sample website, then update their own websites to improve the SEO

NBEA-E6 – Finance
 	
● Understand financial concepts and use the financial tools available to make sound business decisions.
	● Module 2: Business Models
	   ○ Students will be able to identify costs of items, and cost per use, and how to price their product or service
	   ○ Students will be able to study examples of business models and make connections about what drives business decisions
	● Module 12: CRM & Customer Data
	   ○ Students will be able to explain how data and various tools are used in a variety of businesses to make them more efficient and successful
	   ○ Students will be able to practice inputting customer data for a sample business, using a CRM tool Students will be able to discuss decisions the business owner could take based on the data
	● Module 18: Software & Automation
	   ○ Students will be able to use automation tools, analyze data about sales, and debate decisions
	   ○ Students will be able to move data between their various technology tools to ensure data accuracy and consistency

NBEA-E7 – Accounting
 	
● Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business
	● Module 11: The Sales Funnel
	   ○ Students will be able to calculate their lead conversion rate and research sales funnels from real businesses
	   ○ Students will be able to design a sales

decisions.	funnel for their business and practice calculating key metrics to measure their success ● Module 16: Basic Business Finance ○ Students will work with a tool to estimate different costs and calculate their break even point ○ Students will be able to determine the difference between fixed and variable costs, keep track of their business expenses and perform a break even analysis ○ Students will be able to explain economies of scale ● Module 20: Hiring and Expansion ○ Students will be able to evaluate the processes of businesses and determine how the business should expand, which areas to invest in, and how to create more efficiency in their processes
NBEA-E8 –Management ● Develop a management plan for an entrepreneurial venture.	● Module 20: Hiring & Expansion ○ Students will be able to write out an expansion plan for their business by incorporating their own personal goals ○ Students will be able to explain the needs and operations of small and large companies and explore possibilities available for ongoing growth and expansion ○ Students will discuss a plan for managing employees
NBEA-E9 – Legal ● Analyze how forms of business ownership, government regulations, and legal regulations affect	● Module 19: Legal & Tax Planning ○ Students will be able to understand the basic concepts of business liability and legal entities ○ Students will be able to see the importance of setting up legal entities

entrepreneurial ventures.	to protect their assets ○ Students will be able to describe examples of legal issues that businesses face in the United States ○ Students will be able to choose various legal structures for different types of businesses

NBEA-E10 – Business Models and Planning
 	
● Develop a plan to launch and operate a business.
	● Module 2: Business Models
	  ○ Students will be able to describe the four components of a business model: the product/service, customers, pricing, and costs
	  ○ Students will be able to calculate costs per use of various items needed to produce a service
	● Module 4: Go-to Market Strategy
	  ○ Students will be able to develop plans to market their business idea and test the various marketing strategies
	● Module 7: Building a Website
	  ○ Students will be able to build a website and create a call-to-action for their customers
	● Module 16: Basic Business Finance
	  ○ Students will be able to understand the difference between debt and equity and how to raise outside finances for a business
	● Module 19: Legal Tax and Planning
	  ○ Students will be able to describe various business structures such as LLCs and C-Corps
	  ○ Students will be able to plan out their legal entity structure to protect their personal finances from their business liability
	  ○ Students will be able to describe the importance of setting up legal entities to protect their asset

NBEA-MG12 – Operations Management
 	
● Apply operations management principles and procedures to the design of an operations plan.
	● Module 16: Basic Business Finance
	   ○ Students will be able to understand the difference between debt and equity and how to raise outside finances for a business
	   ○ Students will be able to develop a plan using data about sales and marketing to drive decisions in order to grow their profit
	● Module 19: Legal Tax and Planning
	   ○ Students will be able to understand the basic concepts of business liability and legal entities
	● Module 20: Hiring and Expansion
	   ○ Students will be able to compare various growth and expansion strategies and determine which plans are most appropriate for various businesses

NBEA-MG13 – Global Perspective
 	
● Examine the issues of corporate culture and managing in the global environment.
	● Module 17: Entrepreneur Spotlight
	   ○ Students will be able to describe how real life entrepreneurs overcame struggles to build businesses
	   ○ Students will be able to analyze the culture of working at a larger company, versus building a business
	● Module 20: Hiring and Expansion
	   ○ Students will be able to plan how to create a strong company culture
	● Module 21: Pitching investors
	   ○ Students will be able to explain how startups and small businesses fit into a larger picture of corporations

D. Implementation Guide for Nucleus Courses

Work Plan

Upon receipt of the PO, Nucleus Licenses are allocated to the District, to be used by the Teachers, Students, and Admins at each participating school. Once Licenses are allocated, the Nucleus Client Success team will be in touch with the MDE or School's IT personnel to set up optional integrations such as LMS and SIS integrations for automatic roster sync, grading, and assignment creation.

Next, Nucleus' Client Success Team will reach out to the main point of contact to schedule the 1-hour group PD/Training for teachers. Any teachers who cannot attend this PD will be able to schedule a 1-hour individual training at no extra charge.

Next, Nucleus will monitor implementation to ensure teachers are successfully utilizing the Nucleus platform and curricula. Admins at MDE and/or Schools can also track progress via the analytics portal.

Nucleus will continually reach out to any teachers who are not actively using the content (unless they have given us a projected start date) in order to ensure maximum usage and adoption.

The entire process from PO received to implementation can be as quick as one week (or even the next day), it just depends on when the PD sessions happen. We recommend getting the platform in the teachers' hands and conducting the training no later than August of the given implementation year.

Implementation Strategy

The section above details a work plan which includes the phases, sub-phases, deliverables, and project organization.

Nucleus schedules 1-hour implementation training sessions—either individually via Zoom or as a group—and in all cases, both options are available for teachers. All teachers also get concierge-level support, which allows them to have their questions answered via phone, text, or email, at any time throughout the usage of the materials.

The course and associated materials include the Nucleus LMS, EdLink (for integrations), the MDE/Schools' LMS/SIS, and Zoom (for training). Students and teachers need internet access and access to a device (e.g. chromebook, laptop, or iPad) in order to utilize the online materials.

We are able to integrate with the MDE's/Schools' LMS for automatic assignments and rostering, single sign on, etc. We are also able to integrate with the MDE's/Schools' SIS for automatic roster sync and grading automations.

Training Strategy

The sections above contain some details regarding the Nucleus training strategy: Nucleus will provide a 1-hour, live virtual training to get teachers onboarded and ready to launch their first module as soon as the next day. Any teachers who cannot join the group training can be individually trained via Zoom at a time convenient for them. We are also able to extend the training an extra 15 minutes to show the Admin how to look at the analytics and track progress of the implementation.

We will train the MDE's/Schools' project representatives, trainers, and other technical support personnel, etc. via Zoom; this will entail 1 hour of training and unlimited support. Every teacher will receive a "concierge" who they can call, text, or e-mail, 24/7. They will build an ongoing professional relationship with their Nucleus Customer Success Concierge, so that they have a reliable point of contact for the long run.

Additionally, Nucleus will provide 1 hour of Training for teachers and paraprofessionals. The Admin/classified staff is recommended to join this training as well. If the MDE's/Schools' preference is to run a separate training for Admin/Classified staff, it would only take them 15-20 minutes to learn how to log in and use Nucleus' analytics/tracking portal.

Presentation Video

Link: https://youtu.be/mdhU2whDCL0