

EntreX LabTM

The Ultimate High School Entrepreneurship Learning Experience

Preparing
students
to thrive
in a
changing
world.



UNIVERSITY OF DELAWARE

HORN
ENTREPRENEURSHIP

Program
Overview



The University of Delaware's nationally recognized and award winning Horn Entrepreneurship team developed the EntreX Lab™ dual enrollment program to equip high school students to thrive amidst rapid change by cultivating agile thinking and developing creative problem solving skillsets.



UNIQUE CURRICULUM LIFELONG IMPACT

The proprietary and customizable EntreX curriculum enables educators to convert their classrooms into real world entrepreneurship labs and deliver transformative learning experiences to students.

Unlike traditional entrepreneurship programs that focus on starting and managing small businesses, the EntreX curriculum builds from a broad conception of entrepreneurship as **pursuing the creation, delivery and capture of value from new ideas**. This conception highlights the relevance and usefulness of entrepreneurial thinking and action in any organizational context, including startups, existing companies, social ventures and nonprofit organizations.

The EntreX curriculum emphasizes **learning by doing** and its impact - unleashing students' full creative potential and empowering them to make a world they design - lasts a lifetime.

WHAT DISTINGUISHES ENTREX LAB™ FROM OTHER PROGRAMS?

- Develops mindsets and skillsets needed to create value from new ideas
- Provides built-in experiential learning opportunities, including design sprints and a new venture competition
- Utilizes a flexible by design curriculum that readily adapts for in-person, hybrid and virtual modes of instruction as well as one semester and full-year course schedules
- Delivers professional development and on-going support from University faculty and staff from a nationally recognized “Top School for Entrepreneurship” (by Princeton Review/Entrepreneur magazine)
- Makes use of educator feedback and industry insights to guide annual updates and continuous improvement
- Offers the opportunity for students to earn three (3) University of Delaware credits at a highly reduced rate

“I’ve been so impressed with the quality professional development and high level of on-going support from everyone at Horn Entrepreneurship as I navigate the EntreX curriculum for the first time. They are so responsive to all questions and consistently provide good advice. It’s evident, they truly care about the success of this program and want to provide a valuable learning experience for students.”

*-Bethann Higley,
Padua Academy*

BENEFITS FOR STUDENTS

College Readiness

Students showcase their ability to handle university-level coursework and set themselves apart as change makers and future leaders.

Career Readiness

Students gain a competitive edge for internships and future employment by acquiring direct experience in innovation and value creation.



LEARNING OBJECTIVES

STUDENTS UNLEASH THEIR FULL CREATIVE POTENTIAL BY:

- 1 Developing the mindset and means needed to turn problems into opportunities.
- 2 Gaining first-hand experience in working through the evidence-based entrepreneurship process by pursuing a novel idea for a new business or social venture.
- 3 Utilizing a business model canvas, social impact canvas, customer discovery interviewing and field research to conduct initial tests of a novel idea.
- 4 Building a foundational entrepreneurial skillset that includes storytelling, leadership and business basics.
- 5 Enhancing their understanding of the broad relevance of entrepreneurship and its importance for the success of startups, existing companies, social ventures and nonprofit organizations.
- 6 Strengthening networking and communication skills.

"The EntreX curriculum empowers students with an entrepreneurial mindset, nudges them out of their comfort zones, and teaches them how to create, deliver, and capture value from new ideas. The curriculum is top-notch, user-friendly, and "in a constant state of beta"--in other words, it keeps getting better."

-Bruce Fox, Odyssey Charter School

MODULE 0 WELCOME TO ENTREX LAB™

Provides a brief overview of the EntreX Lab™ Program and begin the process of establishing an entrepreneurial classroom culture.

MODULE 1 MINDSET & MEANS

Addresses the growing necessity for entrepreneurship education and establishes a solid foundation consisting of: the entrepreneurial mindset, a broad conception of entrepreneurship, falling in love with problems, effectual thinking and design thinking.

MODULE 2 EVIDENCE-BASED PROCESS

Introduces the evidence-based entrepreneurship process and explains its importance for systematically reducing customer-market risk. This module highlights key business model components relevant to creating unique value from new ideas.

MODULE 3 STARTUP BASICS

Addresses key considerations and the skillsets needed to execute the entrepreneurship process and gain buy-in for new ideas.

MODULE 4 SPECIAL CHALLENGES

Addresses special circumstances associated with technology-based startups, startups that seek to address societal & environmental challenges, and intrapreneurship (innovation & entrepreneurship within an established company).

MODULE 4 SUPPLEMENT (OPTIONAL) - Provides an in-depth consideration of the unique challenges and opportunities associated with social entrepreneurship or STEM-based ventures.

MODULE 5 LAUNCHING THE PROFESSIONAL YOU

Establishes the overall usefulness of the student's entrepreneurial mindset, skillset and means to their professional success in any context.

IMMERSIVE OPPORTUNITIES TO LEARN BY DOING

Through innovation sprints, collaborations with other EntreX schools and external engagement, students engage with business and industry leaders while working to solve real world problems and showcase their innovative potential.

Top teams from EntreX Lab™ schools receive an invitation to attend Horn Entrepreneurship's annual Diamond Challenge Summit, which brings together high school innovators from around the world. The Summit provides young innovators and leaders with the opportunity to further enhance their skills, make valuable connections and compete for a share of \$100,000+ in cash prizes.



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ABOUT HORN ENTREPRENEURSHIP

Horn Entrepreneurship serves as the creative engine for entrepreneurship education and advancement at the University of Delaware. Currently ranked among the top entrepreneurship programs in the US, Horn Entrepreneurship was built and is actively supported by successful entrepreneurs, empowering aspiring innovators as they pursue new ideas for a better world.

Join the growing network of EntreX Lab™ schools!

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