



President's Business Challenge

The President's Business Challenge provides students with real life, hands-on opportunity to create a startup.

Program Overview

The President's Business Challenge promotes, supports, and fosters student entrepreneurship at Valley Christian High School. By providing access to Silicon Valley's resources through speaker seminars, workshops, and mentors, the goal is to provide a program that teaches the students the skills and tools to conceptualize a business idea and develop it into a pitch in front of Silicon Valley venture capitalists.

Students form a company and work through the entrepreneurial process, understanding and accomplishing the requirements necessary to create and pitch their startup. Through multiple rounds of presentations, students are able to revise and improve their pitch, and earn the opportunity to present at a venture capital firm in front of top executives in the business sector. In addition, finalist teams receive prize money ranging from \$250-\$1000.

Students will be able to:

- Gain experience in teamwork and collaboration
- Understand and gain experience in creating a startup from ideation to execution
- Build a team as an entrepreneur, evaluating the groups skillset and identifying complimentary partners
- Create a VC pitch deck: Problem, Solution, Market Analysis, Revenue Model, Go-to Market Strategy, Financials, Competitive Analysis, and Final Ask
- Interface with a network of Silicon Valley industry mentors who will provide strategy and business advice
- Develop and improve their presentation skills through a series of mock pitches
- Self advocate as they learn to reach out to mentors, industry experts, manufacturers, and businesses for advice
- Create a one-page executive summary of their business

Proficiencies:

- PowerPoint
- LinkedIn
- Lean Startup Business Model Canvas
- GoFundMe
- Kickstarter