

# ELEMENT CURRICULUM 2014-2015:

**LOGISTICS:** eleMENT runs on l-days (Wednesdays) when IMSA students do not have class. The sessions are held at 1871 Chicago, a startup hub, which allows a different environment and access to budding entrepreneurs. The days are split into a morning (10AM-12PM) and an afternoon segment (1-3PM).

**INTRODUCING:  
EASL: ELEMENTALLY AWESOME STANDARDS OF LEARNING**

## MODULE 1: BUILD “YOU HAVE AN IDEA. WHAT’S A FEASIBLE WAY TO BUILD IT?”

EASL 1: Understand why lean startup is necessary for startups  
EASL 2: What the first steps are for iterating on an idea

## MODULE 2: MEASURE “SO YOU LIKE IT. BUT DOES THE WORLD?”

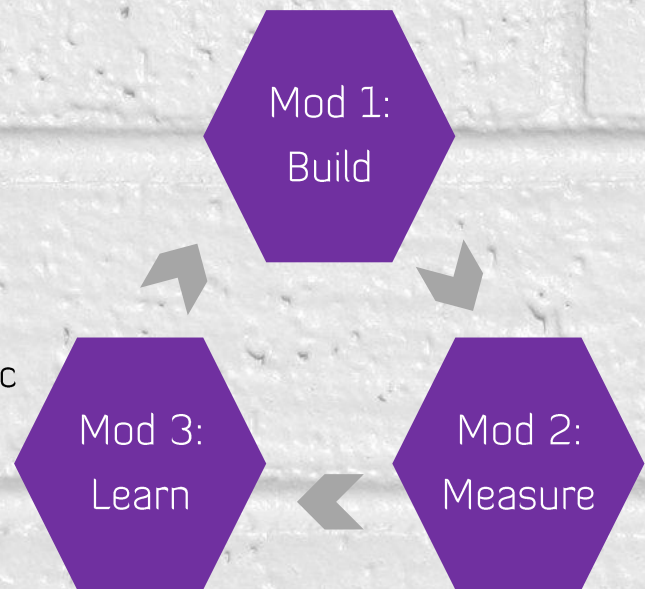
EASL 3: Know if you are solving the problem  
EASL 4: How to gain usable feedback

## MODULE 3: LEARN “NOW THEY LIKE IT. BUT WILL IT STICK?”

EASL 5: Calculating success through both vanity and actionable metrics  
EASL 6: How to respond to data and feedback

### EACH MODULE INCLUDES:

- Stories (examples provided)
  - Mod 1: Dropbox
  - Mod 2: Kodak & WalMart
  - Mod 3: WeDeliver
- Activities (examples provided)
  - Mod 1: Parallel Lean Startup with Scientific Method; Break YouTube down to an MVP
  - Mod 2: Develop AB Tests and Surveys
  - Mod 3: Analyzing real metrics to develop hypotheses; Practice Pitching an Idea
- Interaction: (examples provided)
  - Mod 1: Startup Information Scavenger Hunt with entrepreneurs in 1871
  - Mod 2: Focus Groups with Startups
  - Mod 3: Skype Speed “Dating” with Silicon Valley IMSA Alums



### A FINAL NOTE:

At the end of each module, we have a feedback form tailored to each module that our students fill out to ensure that we are giving them the best information, resources, and experience in the eleMENT program.