

VOLUNTEER ROLES

COACH

16 coaches • 8 coached lessons per semester

As a Coach, your role is to work with students in their class to help them learn the material you present through lectures and activities. You will choose the lesson that aligns with your area of business expertise, e.g., marketing, finance, sales. INCubatoredu provides complete lessons with presentations, student activities, and curated resources to you. If you wish, you may replace the professional examples used in the lesson with your experiences. However, we ask you to use the lesson's content. The student teams need to work disciplined, starting with finding a problem to solve at the beginning of the academic year to investor pitch at the end of the year. Work closely with your teacher to ensure you have access to the materials needed for the days you are in class.

MENTOR

One mentor per team • approx. Five teams per section

As a mentor, your role is to facilitate learning, which is different than directly teaching. Students will look to you for answers, but they need help finding the solutions themselves. In general, mentors will meet with their student teams once a week for at least an hour. The energy and effort will increase before key milestones such as the Minimum Viable Product Pitch near the academic year's mid-point and at the year's end for Investor Pitch.

BOARD OF ADVISORS MEMBER (aka "Judges")

minimum of 3

The Board of Directors/Advisors is a group of volunteer business professionals and entrepreneurs who offer strategic direction to student teams. These volunteers will be in the classroom two times in the school year: MVP Pitch and Final Pitch (Academic and Live competition).

COMMUNITY CHAMPION

One lead volunteer

As a Community Champion, your role is to be the liaison between the school and business communities. You are essentially the lead volunteer of the INC program at a school. Coaches, mentors, and the Board of Advisors will see you as a source of information regarding the school and the teacher. You will recruit, identify, connect, and train volunteers using the resources provided or by innovating. Community champions can design and implement unique strategies that engage their school's business community.