AdVenture Capital
In My School

Presented by
AdCapYOUth.org

You've recently learned about AdVenture Capital ("AdCap") and you may be wondering:
"What is my role? How does this apply to my students? Why should I care?"
These details might help.

My Role

What is my role?
AdCap empowers students to bring health and wellness change to their school communities. As an educator, you are in a unique position to support and encourage student leadership and entrepreneurship! Projects created for AdCap are student driven, so your main responsibility is to provide guidance and support to help along the way, not to implement the ideas yourself.

What do I do?

Your role may include:
- Helping students generate ideas before submitting their Projects
- Empowering and supporting students along their AdCap journey
- Communicating with school administration and parents and providing info on what AdCap is and how it works
- Encouraging students to connect with a Mentor online through AdCap to get feedback
- Coordinating with AdCap staff to attend events with your students in your area
- Facilitating the AdCap funds that may be received by your student(s) for your school; see AdCap's "Navigating AdCap Funding" resource for educators for more information on funding.

Getting Students Involved

How can I get students in my class involved?
AdCap can be used throughout many subjects or school activities, including but not limited to:
- Health and Wellness – Students are charged with identifying an issue surrounding health and wellness in their school or community.
- Business – Students tap into their entrepreneurial spirit, business acumen and design thinking to create a solution.
- Accounting – Students are required to come up with a budget and stick to it for their Projects.
- Community Service or Service Learning Projects – Students impact their community and learn valuable entrepreneurship and leadership skills along the way.

Top 5 Words Used by Educators to Describe AdCap:

FUN
INNOVATIVE EMPOWERING
ENGAGING REWARDING

The AdCap Effect

Through AdCap, your students will have the opportunity to grow!
Your students will:

- Learn **entrepreneurial** and **leadership skills** along with perseverance, empathy, and personal growth.
- Create **long-lasting**, **substantial** and **positive changes** in their school and community.
- Be eligible for **funding** to continue their Projects through to completion.

Keep in Mind!

When implementing AdCap in your classroom, be sure to...

- Use the Inspiration Gallery and Project Showcase as idea starters!
- Encourage your students to explore the Handbook, which is filled with helpful info for when they get stuck. They'll also find advice and guidance on becoming better entrepreneurs.
- Build up your students' skills by using the Skills Builder. Students can grow their skills by learning how to deliver a pitch, manage deadlines and communicate with a team.
- Provide opportunities for students to update their Project status in the Student Hub or submit update stories to the AdCap Community Hub.
- Have your students connect with a Mentor. These executives from AdCap partners offer unique insights and feedback.

Project Designer 101

Project Designer 101
The Project Designer provides students with an easy step-by-step process for implementing their Projects.

- Check out the video walkthrough of the Project Designer at https://www.youtube.com/watch?v=0RnDGgmRzLs.
- Below is a sampling of the information students will need to provide or questions they'll need to answer about their Projects:
    - Describe what needs to be changed and why.
    - How will your idea affect change?
    - What does your environment look like when your Project concludes?
    - In a few sentences, inspire potential investors to commit to your Project.
    - Set deadlines and describe key milestones.
    - What resources will you need? How will you get them, and how much will they cost?
- Visit the Handbook for more tips that are particularly helpful when students get stuck. Each page of the Handbook is printable for easy reference.

> " [The best part about AdCap is] that it is **STUDENT** centered. **THEIR** ideas, **THEIR** implementation. "
>
> – Lynne
> *Educator, St. Louis, MO*