

This resource is to serve as guidance for how the educator can utilize SuitUp while continuing to implement YE with fidelity.

Profile

- > **Partner Organization:** SuitUp
- > **Website:** <https://volunteersuitup.org/>
- > **Brief Description:** Educator resource that is student facing and turn-key. SuitUp will organize a one-day middle/high school business competition for your students and coworkers. Students will be divided into teams and coached by SuitUp's employees to solve real problems for well-known brands, such as designing a new shoe for Nike, or creating a new flavor for VitaminWater. Throughout the day, students will work on their solutions, with the help of the SuitUp team, and present those solutions to a panel of judges for a cash prize.
- > **Cost:** \$0

Integration with YE

> Four Pillars

- Foundational Values in Focus
 - Knowledge
 - Passion
 - Win-Win Focus
 - Opportunity

> SEL Skills in Focus

- Relationship Skills are addressed and practiced through teamwork and mentor work. Students will engage in rapid rapport building, teamwork, communication and navigating constructive feedback while in their small groups.
- Students practice a combination of self-awareness and self-management as they present their solution ideas to judges and an audience. Students will recognize their strengths and assess their thoughts and emotions as they internalize the audience's reaction to their pitch. Self-Management skills may be practiced as the students control their impulses and stress management while pitching to deliver a confidence, concise, and engaging pitch.

> Currency and Auctions

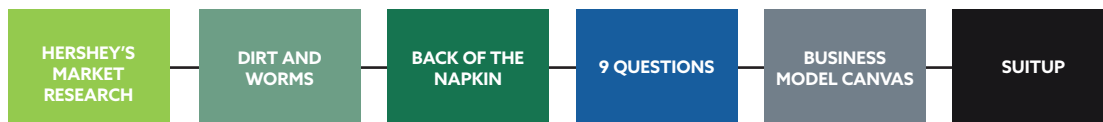
- YE educators who join the SuitUp Competitions can incentivize students based on their presentations through such avenues as classroom competitions.
- Incentives can also be awarded to students from their coaches during the competition prep. Coaches will need to be prepared with a copy of YE's Foundational Values with definitions so they are aware of behaviors that yield incentivizing.
- SuitUp also incorporates incentives in their curriculum. For example, the past winner of the SuitUp Competition with Louis Vuitton received an internship with Louis Vuitton. Other incentives have been in the form of gift cards for the winning teams.

> Transformational Mindset

- The Curriculum Overview for SuitUp aligns with the YE Transformational Mindset through helping students in an experiential learning activity recognize their own unique talents and passions that create value and expose the students to opportunities to begin that transformational journey.
- The partners of SuitUp are well known brands that are relevant to students and the opportunity to receive feedback and partner with mentors from these brands will build confidence in their own unique skills.

Suggested Scope and Sequence

- > This particular partnership curriculum works well for business plan activities. SuitUp has the potential of replacing The Big Idea for YE students, both the national competition and local competitions. SuitUp Competitions have the mentor component built in, so it is an easy turnkey for YE Educators who want to give their students the opportunity to compete, learn from the SuitUp Competition and then create their own Business Plans using the BMC.



Debrief Questions

- > Based on your market research, what strategies of communication and marketing are needed to convince your audience to recognize the value of your product?
- > How will your product create value in a way that your competitor's product is not currently creating value in the marketplace?
- > What is the price of your product and how do you set your product pricing?
- > Who and what will be your product key suppliers? What services will you need to develop your product?
- > What type of proprietary licenses will be needed? Is it cost-effective to apply for a patent? Can the product receive a patent? Are their contracts that will need to be developed?
- > How did empathy toward your customer's need play into your market research?
- > How do you use feedback to improve upon your product prototype?