



PHOTO: COURTESY OF BARRINGTON 220

Students conduct interviews within the Fresh INC curriculum.

Fresh INC Marketplace

BARRINGTON 220 DEBUTS INNOVATIVE NEW
ELEMENTARY PROGRAM

INNOVATION IS PART OF THE CULTURE OF BARRINGTON 220 SCHOOL DISTRICT. THROUGH COURSE OFFERINGS THAT INCLUDE MOBILE APP DEVELOPMENT, PROJECT LEAD THE WAY, BHS-TV, AND ELEMENTARY STEM, STUDENTS HAVE OPPORTUNITIES FOR HANDS-ON LEARNING EXPERIENCES THAT ENHANCE CRITICAL THINKING, COLLABORATION SKILLS, AND CREATIVITY.

THIS SPRING, BARRINGTON 220 INTRODUCED AN ENTREPRENEURSHIP CURRICULUM TO THE ELEMENTARY LEVEL THROUGH A NEW PROGRAM CALLED FRESH INC MARKETPLACE. WITH HELP FROM INCUBATOREDU, THE DEVELOPER OF THE NATION'S FIRST BUSINESS INCUBATOR PROGRAM AT BARRINGTON HIGH SCHOOL, FRESH INC HAS BEEN A POSITIVE EXPERIENCE FOR STUDENTS. WE ASKED SUPERINTENDENT OF SCHOOLS DR. BRIAN HARRIS SOME QUESTIONS ABOUT THE PROGRAM AND ITS IMPACT ON STUDENT LEARNING.

QB: *How did the idea of developing an elementary entrepreneurship curriculum come about?*

BH: One of the benefits of being a unit district is our ability to plan vertical curricula across all grade levels from elementary through high school. We already have a highly successful Business Incubator course that is gaining a lot of attention at the high school level, and felt it would be beneficial for our younger learners to be exposed to topics like economics and business management, as well.

QB: *Will all elementary schools experience Fresh INC Marketplace this school year?*

BH: This is a pilot year for the program, and fifth-grade students at five of our elementary schools are participating: Hough, Grove, Countryside, North Barrington, and Lines. The other elementary schools in the district took part in our Science, Technology, Engineering, and Math (STEM) curriculum pilot this school year. In the future, the plan is for both initiatives to be implemented in every elementary school.

GOING TO MARKET



The original Incubator classroom at BHS.

INCubator was a Barrington 220 program encouraged by community business leaders Michael Miles (on left) and Karl Fruecht.



PHOTOS: SUSAN MCCONNELL

Founded at Barrington High School, the Business Incubator class is a program now offered in many schools across several states. Here are some fast facts about INCubator from the start of the program until now:

- The first of its kind in the nation, the course was launched in 2013.
- More than 300 students have enrolled in the course since its 2013 launch.
- More than 60 business professionals have volunteered their time as mentors and coaches in the classroom.
- Six student companies have been funded since the program's inception, with more than \$100,000 in start-up costs awarded by the Barrington 220 Educational Foundation.

About INCubatoredu

- The not-for-profit company was founded in 2014 after the development of Barrington High School's Business Incubator course.
- The organization is dedicated to entrepreneurship education.
- It offers curriculum, professional development for educators, and resources/training for volunteers.
- The high school program will be implemented in 62 schools across nine states in the 2016-17 school year.



Barrington 220 Superintendent of Schools, Dr. Brian Harris

PHOTO: TAO ZHANG

QB: *Can you explain what the structure of the curriculum is like? What can students and parents expect?*

BH: Students will be introduced to the iterative process used by entrepreneurs to create and build a product for the marketplace. Student teams will outline a product idea from a planned starting point of re-use, recycle, or service. They will create a product, pitch their idea, launch their company to sell merchandise, and learn how to make a profit.

The Fresh INC Marketplace pilot will be taught over the course of eight weeks. The lessons focus heavily on economics, which is a new strand of our social studies standards.

QB: *This isn't the first elementary entrepreneurial curriculum Barrington students have been introduced to. Two schools piloted Google's "Lemonade Day" program last year. Why did Barrington decide to create its own curriculum instead of continuing with Lemonade Day?*

BH: Lemonade Day was successful in Barrington 220, but we felt the program could be improved. We partnered with INCubatoredu to develop an age-appropriate curriculum that allows students to experience the entrepreneurial iterative process. At the conclusion of the unit, the products created by the students will also be available to purchase on an e-commerce platform.

QB: *Business mentors and coaches are used in the high school Business Incubator classroom. Will the same structure be implemented in Fresh INC Marketplace?*

BH: We have a great relationship with the Barrington Area Chamber of Commerce and they are working with us to provide business mentors and volunteers to students and staff. At the high school level, this aspect has been a major contributing factor to the Business Incubator's success. We expect to see similar results with Fresh INC for our elementary students.

QB: *What comes next after the Fresh INC Marketplace pilot?*

BH: This is an innovative program we are proud to share with our students and the community. We envision that all Barrington 220 elementary schools will have the opportunity to participate in Fresh INC Marketplace in the future. It is an exciting addition to our elementary school experience. 