BETA CAMP

Get CEO on your resume before the end of high school.

BETA Camp Fall 2023

www.beta.camp

What is BETA Camp?

BETA Camp is an entrepreneurship bootcamp where students discover their leadership potential by **building a real revenue-generating startup.**

More than just another extracurricular activity, BETA Camp empowers teens to:
- develop tangible skills in business and tech,
- build their resume with real-world experience,
- stand out on college applications.

Taught by CEOs, industry experts and global leaders who live what they teach, BETA Camp focuses on collaborative problem solving, strategic thinking, and building an entrepreneurial tool belt.

Fall 2023 Program at a glance

- 10 week entrepreneurship bootcamp

- Hands-on learning: Build a revenue generating startup with your first customer

- Fully online & taught through live interactive workshops

- October 7 - December 16, 2023

- Weekly workshops on Saturdays, 12-3 pm ET (9 am - 12 pm PT)

- 5-10 hours time commitment per week

- Open to high school students in the US, Canada or the UK

BETA Camp brings together top high school students and supplies them with the skills and network needed to become tomorrow's leaders, innovators, and entrepreneurs.

Students **start and build a real-world business** with customers and revenue; learn from today's industry experts at the forefront of innovation; and form a global community that will support them throughout their lives and careers.

Build a startup in high school, plus…

Stand out on college applications

Millions of high school students participate in clubs, extracurricular activities and sports. How many build a real-world company? Taking initiative, developing an area of interest, working in diverse teams… these are experiences that colleges and future employers drool over. BETA Camp gives you an impactful experience to stand out from the crowd.

Cultivate real-world skills that matter

By learning from industry leaders, you'll be equipped with deep knowledge in business, tech and entrepreneurship. Then, through building your own startup and "learning by doing", you'll also practice problem solving, creative thinking, teamwork and leadership skills in the real world. These are the resume building experiences that colleges and employers drool for!
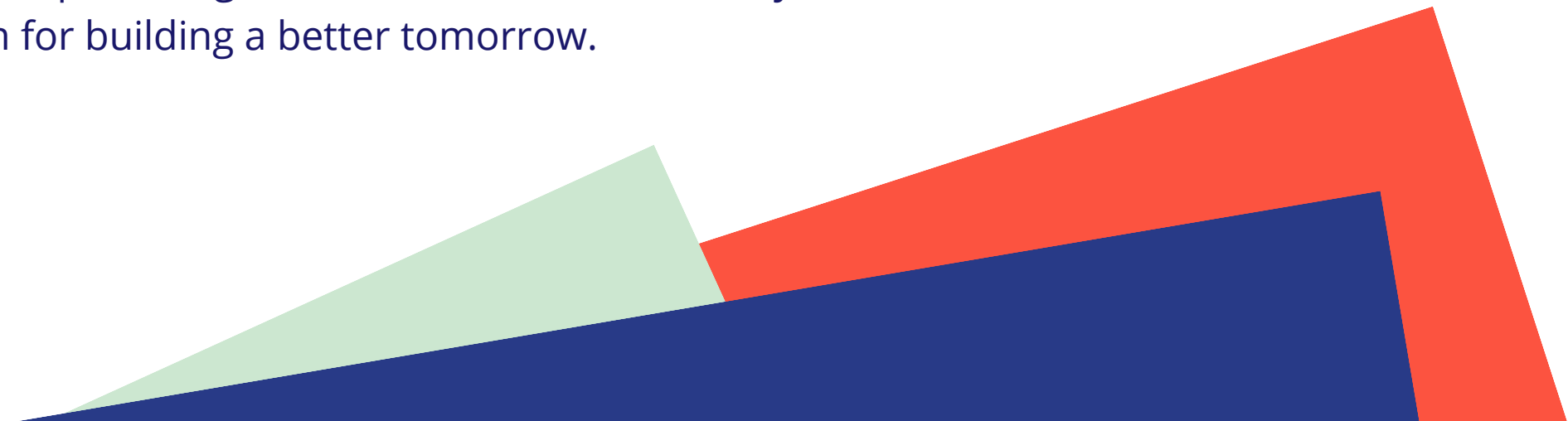
Develop a mindset for success

Walk out of BETA Camp more sure of yourself and with greater confidence in what you can achieve. Develop a growth mindset to constantly improve and seek challenges. Because if you can build a monetized business in a few weeks, what can't you do?

Create lasting friendships

We know how important early friendships are. BETA Camp will be an experience you never forget. You'll leave BETA Camp with a great set of friends that share your passion for building a better tomorrow.

The BETA Camp Team

Our team of camp directors, camp counselors, and startup mentors hail from top companies and schools across the globe.

We are entrepreneurs that have built and sold businesses worth millions of dollars. Students learn from those that have real-world experiences working at the forefront of their industry.
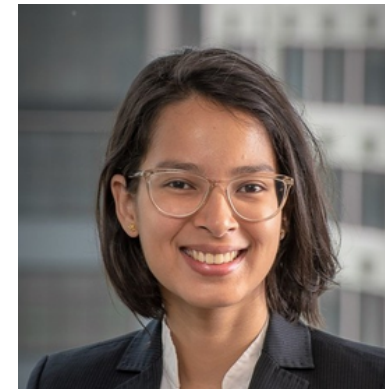
Past Speakers

You'll be interacting with 40+ mentors, guest speakers and instructors of this caliber!

Dan Li

Dan is the co-founder and CEO of Shypyard. He has a Bachelor's of Computer Science from The University of Waterloo and a MBA from Harvard Business School. He has previous experience Linkedin, Zhenfund, and Facebook.

Urvashi Barooah

Urvashi has a Bachelor's degree from Middlebury College and a MBA from The Wharton School. She was previously a consultant at BCG and has worked at tech accelorator, Techstars in Silicon Valley. She is currently an investor with Red Point Ventures in San Francisco.

Henry Shi

Henry is an ex-Google engineer and the co-founder of SnapCommerce, a startup that has driven over $200MM in sales and been used by more than 6M people worldwide. Henry graduated top 1% at University of Waterloo and has a Master's in Machine Learning from GATech.

Jenée Jernigan

Jenée is a Senior Experience Designer at ChowNow. She was previously a Sr. Experience Designer at Airbnb on Airbnb Experiences and a Product Designer at Hulu. Jenée has a Bachelor of Fine Arts degree from California Institute of the Arts and has received professional training from IDEO.

BETA Camp Format

Live Sessions

Saturdays, 12-3 pm ET (9 am - 12 pm PT)

The vast majority of BETA Camp is conducted through live and **interactive** online sessions with instructors and guest speakers. They include:

1) Company Challenges & Workshops
Solve problems with real company case studies; apply your learnings to your own startup and get feedback.

2) Future Career Panels
Learn about different career paths in business, tech and higher ed to find the path that's right for you.

3) Founder Fireside Chats
Connect with inspiring founders who have built their startups from the ground up, ask questions, and get their advice on your journey.

Student Portal

Weekly modules jam-packed with proprietary seminars inspired by top MBA classes and Silicon Valley incubators. All content is proprietary and made specifically to help you learn everything you need to start and run a business in the shortest amount of time.

Startup Guidance

Receive weekly 1:1 team guidance from a dedicated Startup Advisor. Our Startup Advisors are successful founders, investors, and builders and provide personalized mentorship on how to grow your startup.

Virtual Community

Our community is hosted in Discord, where students share ideas, discuss, work on projects with like-minded peers and attend socials hosted by alumni. After BETA Camp, access exclusive opportunities to internships, reference letters, and alumni network across the globe.

Inspired by top MBA programs, designed for teens

BETA Camp's proprietary curriculum is inspired by top MBA classes and Silicon Valley incubators, and designed to give teens a personal tool belt of technical skills in business, entrepreneurship and tech.

20 hours of live sessions like:

- Personal Branding Workshop
- Creativity Workshop
- Tech Applications & No Code Tools
- Business Modeling
- User & Online Research
- Rejection Training
- Idea Validation
- Building a Minimum Viable Product (MVP) Challenge
- Sales & Objection Workshop
- Public Speaking Workshop
- Elements of a Pitch Workshop

25+ hours of recorded lessons like:

- The Art of the Cold Email
- How to build a Minimum Viable Product (MVP)
- Business Finance
- Distribution Channels
- Growth Funnels

Personal support from startup advisors

Weekly 1:1 team guidance from successful founders, investors, and builders on how to build and grow your startup.

BETA Camp Curriculum

Interactive Workshops & Panels

Our **workshops** follow a "learn-by-doing" methodology. You apply the learnings to real life business cases to get a sense of how companies actually use them, or apply learnings and tactics to your own startup through interactive excercises.

Our **career panels** are your chance to network and get visibility from industry professionals from a variety of roles in business and tech. Through **Founder Fireside chats**, you learn directly from successful entrepreneurs with their advice on how to build and grow your startup.

Skills Based Workshops & Company Challenges

- MBTI Workshop (Meyers Briggs Type Indicator)
- Finding your Business Idea: Design Thinking
- Rejection Training
- Evaluating the Opportunity
- Customer Personas / Choosing Your Customer Challenge
- User Research and Hypothesis Testing
- Build a Minimum Viable Product
- Tech Applications & No Code Tools
- Build in Public Workshop
- Sales & Finding Your First Customer
- Marketing & Growth Funnels
- Elements of a Pitch
- Common Mistakes when Pitching

Career Panels & Founder Fireside chats

- Roles in Tech Panel
- Roles in Business Panel
- Higher Education Panel
- 3 Founder Firesides Chats

BETA Camp Curriculum

Student Portal Lessons

Our Student Portal contains 45 proprietary on-demand video lessons, designed to to teach you the foundations of business, tech and entrepreneurship as you build your startup.

Lessons are inspired by Silicon Valley incubators and top MBA programs and range from business strategy and different business models to tactical lessons like how to write an effective cold outreach email.

Recorded Lessons Examples:

- How to Conduct Effective User Interviews
- Business Models
- The Technology Adoption Cycle
- Porter's 5 Forces
- SWOT Analysis
- Finding Financial Viability
- Customer Niches
- How to build a Minimum Viable Product (MVP)
- The Art of the Cold Email (Email etiquette)
- Decision making using data
- Customer Lifecycle
- Business Finance
- Design Principles
- Distribution Channels
- Growth Funnels
- Negotiation Fundamentals
- Sales Fundamentals
- Intro to Startup Funding

OCTOBER 2023

In our Fall program, live interactive workshops are held on Saturdays from 12 - 3 pm ET (9 am - 12 pm PT). Outside of this time, students collaborate in their teams and meet weekly with a dedicated Startup Advisor who provides personalized guidance and mentorship.

	SAT OCT 7	SAT OCT 14	SAT OCT 21	SAT OCT 28
12 PM ET / 9 AM PT	**Welcome to BETA Camp!** Kickoff & orientation	**Finding your Business Idea: Design Thinking** How to identify high-potential business ideas using Design Thinking methods.	**Evaluating the Opportunity** How to evaluate the potential opportunity using industry standard frameworks.	**User Research & Hypothesis Testing** Learn how to conduct effective user research to identify your potential customers needs.
1 PM ET / 10 AM PT	**MBTI Workshop** Identify your individual strengths and learn how to work effectively in teams.	**Rejection Training** Hands-on practice to put yourself out there.	**Customer Personas** How to identify Customer Personas and find your niche.	
2 PM ET / 11 AM PT	**Founder Fireside**			**Roles in Tech Panel**

Workshop   **Panel**

NOVEMBER 2023

In our Fall program, live interactive workshops are held on Saturdays from 12 - 3 pm ET (9 am - 12 pm PT). Outside of this time, students collaborate in their teams and meet weekly with a dedicated Startup Advisor who provides personalized guidance and mentorship.

	SAT NOV 4	SAT NOV 11	SAT NOV 18	SAT NOV 25
12 PM ET / 9 AM PT	**Minimum Viable Products** Learn how to come up with your minimum viable product - what goes into an MVP, and how to determine the MVP for your startup.	**Tech Applications & No Code** Learn how to streamline operations with no-code and low-code tools.	**Sales & Finding your first customer** Learn & implement sales tactics to acquire your first customers.	No Workshops Thanksgiving Weekend (US)
1 PM ET / 10 AM PT		**Build in Public** An interactive session on how to gain traction while you build your startup.	**Marketing & Growth Funnels** Learn and apply marketing strategies.	
2 PM ET / 11 AM PT	**Founder Fireside: Building an MVP**	**Roles in Business Panel**		

Workshop   **Panel**

10

DECEMBER 2023

In our Fall program, live interactive workshops are held on Saturdays from 12 - 3 pm ET (9 am - 12 pm PT). Outside of this time, students collaborate in their teams and meet weekly with a dedicated Startup Advisor who provides personalized guidance and mentorship.

	SAT DEC 2	SAT DEC 9	SAT DEC 16
12 PM ET / 9 AM PT	**Elements of a Pitch** How to craft an effective pitch for your business.	**Pitch Practice** Practice and get feedback on your pitch.	**DEMO DAY** Present the company you have created and get feedback from investors and VCs!
1 PM ET / 10 AM PT	Slide Karaoke	**Common Mistakes when Pitching**	
2 PM ET / 11 AM PT	**Founder Fireside**	**Higher Education Panel**	

Workshop	Panel	Social

By the numbers…

600+

Student lives changed

104

Student startups launched

81%

People of color

55%

Female

97%

of alumni say they developed practical, real-world skills

96%

of alumni say they will leverage the experience on college applications

58%

of alumni say they discovered a career pathway they want to pursue at BETA Camp

Examples of past student startups

POG Networks helps small streamers meet other small streamers through competitions, increase their viewership and create lasting relationships. This team ran 5 profitable competitions during BETA Camp.

Pivot Analytics revolutionizes social media growth by using AI to help influencers create content strategy for their target audience. This team got had 3 paying subscribers by the end of BETA Camp.

Flori delivers personalized desk plants that satisfy your well-being needs right to your front door! This team made $800+ during BETA Camp!

Check out students Demo Day pitches on our website!

Beyond BETA Camp…

After BETA Camp, alumni have grown their startups, launched new ventures, interned for global companies, and attended top universities. Some of our alumni…

Rhett Jones
Raised $350 k from investors and started his own bike park business

Nila Ibrahimi
Presented to world leaders at the UN in Geneva Switzerland

Rishi Kothari
Started a 2nd company and raised $1.6 Million in VC funding with his team

Madi Huang
Landed an internship through BETA Camp mentors and gained admissions into Stanford

See more student Success Stories on our website.

Fall 2023 Tuition

Why BETA Camp?

✓ Tangible outcomes: launch a startup and get your first paying customer

✓ Build your resume with real world experience & results

✓ Stand out on college applications

✓ Build a life-long network of ambitious peers and industry professionals

"I went in with the mindset of just learning to create a company, but along the way I learned lessons that go far beyond my startup. It is not a fluff program where you pay for a lecture; it is a program where you get some of the best hands on, real world experiences"

- Shrihan Ala, BETA Camp alum, Summer 2022

$2,750 USD

Includes:

- **20 hrs** of weekly live, interactive workshops

- **Personalized** mentorship and support with weekly 1:1 team meetings with a Startup Advisor

- **25 hrs** of on-demand recorded lessons with core skills on business, tech and entrepreneurship

- **Student portal** with playbooks & resources to help you build your startup

100% Satisfaction Guarantee

for students who complete the program

Do the Work Guarantee

One of the things that defines BETA Camp is our focus on tangible results. Our goal is for every student to build a startup and **get their first paying customer** by the end of the program.

We are confident that if you put in the time to BETA Camp, it will open new doors, transform your perspective, and give you tangible results to showcase.

In fact, if you do the work in BETA Camp and are not satisfied by the end of the program, email us within 1 week of the program end date, and you'll get a **100% refund.**
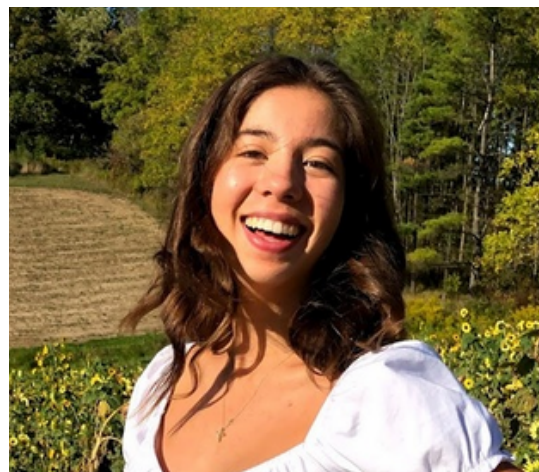
To be eligible, students must attend 80% of the live workshops during BETA Camp, participate in Demo Day, and meet the milestones outlined by our Startup Playbook. Please reach out to us (hello@beta.camp) or see our FAQs for further details.

What our students say:

"I feel like the hands-on aspect that BETA Camp provides is unmatched. I think that as campers we have the perfect balance of pressure and freedom. It's exciting and challenging at the same time because we're constructing an entire business out of a small idea in just six weeks, and what we end up with is ultimately up to us. **I've been encouraged, challenged, and pushed to step outside of my comfort zone at BETA Camp**." - *Ming, BETA Camp alumni*

"BETA Camp taught me that my achievements aren't what define me; my experiences do—everyone goes through rejection, but how we come out of those rejections is what makes us as humans. Building our startup was filled with hardships, but going **through the motions is exactly how we were able to come out with an amazing end product."**

- Rishi, BETA Camp alumni

"As a student already so involved in my community, I did not think that I would have much to take away from BETA's exposure to incredible speakers in lead positions of the world's greatest companies. But I was proven wrong. Hearing from and developing connections with them **opened up a world of possibilities for me, painting a clearer picture of future roles I can now work towards and look forward to, as well as empowering me to strive to achieve more**.

- Sarah, BETA Camp alumni

"Before I joined BETA Camp, I never knew that you could have such an impact and great impression through a screen. Even if we are not present in-person infront of your counselors, their words have left such a substantial mark in my life. This camp has tested my perseverance, my leadership and my ability to think of the unthinkable.

- Amelia, BETA Camp alumni

Apply for BETA Camp!

Eligibility

BETA Camp is open to high school students located in the US, Canada or UK. (Gap year students may also apply.)

Our ideal candidate is ambitious, driven and curious. They are forever learning and keen on taking action within their circle of influence.

We do not require any previous knowledge in business, technology, or entrepreneurship - only an open mind and demonstrated motivation.

Application Process

1) Complete an application on our website or at www.app.beta.camp/join

2) Complete a short interview with our team

3) After your interview, families may apply for financial aid or submit a deposit for the program.

Apply Today!

Questions?

What is the time commitment?

Our Fall 2023 program is designed to be 5-10 hours per week.

This consists of 2 hours in interactive workshops with our mentors and instructors on Saturdays.

Beyond time in the workshops, students are expected to spend 2-5 hours per week working on their startups. This is a team based project, so this time may include collaboration and meetings with your team, and meeting with your Startup Advisor. An additional ~1 hour is estimated to review pre-recorded material hosted on our Student Portal.

How many students are in the program?

We do not have a specific enrollment cap. BETA Camp cohorts are typically 50-100 students. All students receive 1:1 mentorship and we operate at a 1:12 staff to student ratio in all workshops so all students receive personalized attention. During workshops, students often meet and work in smaller discussion groups.

Do I have to have a startup idea?

No, not at all! We help you identify customer pain points, ideate solutions, and validate and test your ideas. Students are not expected to have a business idea to start.

How will I form a team?

We do not expect students to have a team prior to joining. During the first few sessions of the program, we host several socials. Students get to know each other and share interests in our Discord channels, and from there form startup teams of of 4-6 students. It's a great way to meet like-minded young people around the world!

Is it for credit?

We provide certificates of completion, but do not offer school credit.

Is it fully online?

Yes, all of BETA Camp's programs are taught through online interactive workshops and activities.

What if I have to miss some days?

All workshops are recorded. If you cannot make every session, you are welcome to watch the recording. We also ask that students continue to contribute to their team and coordinate work accordingly.

More questions? Get in touch!

hello@beta.camp

What happens after BETA Camp?

All students are invited to our alumni community where they can stay connected with our vast network, and join regular networking events. Some startup teams choose to continue with their startups; others move to build new ventures with either the same team, their friends, or solo.

We also see many students land internships through the network they build at BETA Camp.

Finally, through an invite-only program, BETA Camp Fellowship, some students continue to grow their startups, or pursue individual goals with continued guidance and support from BETA Camp mentors.

Do you offer scholarships or financial aid?

Yes. We offer financial bursaries that cover 20% - 80% of the program costs for students whose family or caregivers earn a combined income of less than $100,000 (USD equivalent) per year.

In order to apply, families are asked to submit household proof of income validated by a third-party source for the last two years. Examples include T4s in Canada, W2s in the US, etc.

Students may apply for financial bursaries after they complete their application and are accepted into the program.

Is it for STEM students too?

Yes! We use entrepreneurship as a means to teach skills and mindsets that will help you be successful in life. Many of our alumni have gone on to pursue careers in medicine, biology, biotech, and engineering. BETA Camp teaches you the hard skills of being a leader and a founder, which apply to a vast array of fields.

What if I am not in high school?

Middle school students are welcome to apply to BETA Camp Jr or our sister program, **Apollo** (https://apolloschool.io/). We do not have a program for university students, but email us for some resource recommendations.

Do you take equity in students' startups?

No. It is just about your learning and growth.

"**BETA Camp has been one of the best things to happen to me. I have learned and created skills that will guide me through all my life and most importantly I have built bonds with the people on my team.** I remember debating whether or not I wanted to do BETA Camp and honestly I don't know what I would have done if I didn't"

Ella Thomas, BETA Camp alum, Spring 2023

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We invite you to DREAM BIGGER

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