

THE MISSION COMPANY

From research to a kids' entrepreneurship ecosystem

Case study: research, market opportunity, strategy, curriculum, software and homeschool testing · Laken Amberg, Founder

Breaking broken systems

One thread from research to a tested product



01 Research

The Founders Economy: how work shifts to independent founders



02 Market opportunity

Economic needs, solutions and the roles that move first



03 Mission strategy

Customer flow from schools and founders to the agency



04 Kids curriculum

Camps, the Accelerator curriculum and The Think Tank Crew



05 Software

Homeschooling software built in Obsidian



06 Homeschool testing

Two months of testing toward a three-month pilot

01 Research

The Founders Economy: as more people work as independent founders and contractors, who needs what, and who will provide it?

Four groups feel the shift to a founder economy

Research question

As work moves to freelance, contract and founder models, what will individuals, companies, agencies and government need to succeed?

Method

Secondary research on gig-economy mega trends, mapped into frameworks by audience, need and solution, then sorted by what was already built versus what needed partners.

Individuals

Entrepreneur education, income diversity, taxes, belonging

Current companies

Agency vs gig models, HR redesign, new positions, vetting

New agencies

Platforms, freelance management, compliance, talent

Federal / state

Economy programs, incubators, school integration

The Founders Economy map

The Founders Economy			
Interested : Design Sprint in development Framework Built: looking for Partnership			
New Agencies	Needed Platforms - Communities - Vetting Freelance Quality - Freelance MGMT Systems - Collaboration / Team Building - Early Adopters Platform	Management - Relationship - Flexible Culture - Talent - Compliance - Coordinators & Advisors	Outsourcing Companies - Micro Insurance - Legal & Regulatory Services
Federal / State	Economy Programs - Network Events - Co-Working Spaces - Entrepreneur Education - Incubators / Accelerators - Education System Integration	Collaborations - Access to Capital - Stakeholder Engagement - Market Access Programs - Grants - Mentorship Ecosystem	3rd Party Help - Policy Review & Alignment - Formation of Task Force - Comprehensive Strategy Dev - Business Regulations - Entrepreneur Advocacy
Current Companies	Organization Education - Agency vs Gigs - Changing Employee Model - HR Development & Management - New Position Creation	Internal Costs - Internal Culture & Brand - Legal / Regulatory Compliance - Learning Curve	3rd Party Help - Data / Security Protections - Quality Control : Vetting - Communication Systems - Collaboration Platform - Benefits
Individual	Entrepreneur Education - SWOT Analysis - Branding / Marketing - Reputation Management - Team Building	Need Services - Income Diversity - Project Negotiation - Client Acquisitions - Feedback - Taxes: Self Employed	3rd Party Help - Benefits Package - Belonging - Contractor "Protections" - Early Adopter Identifier Platform

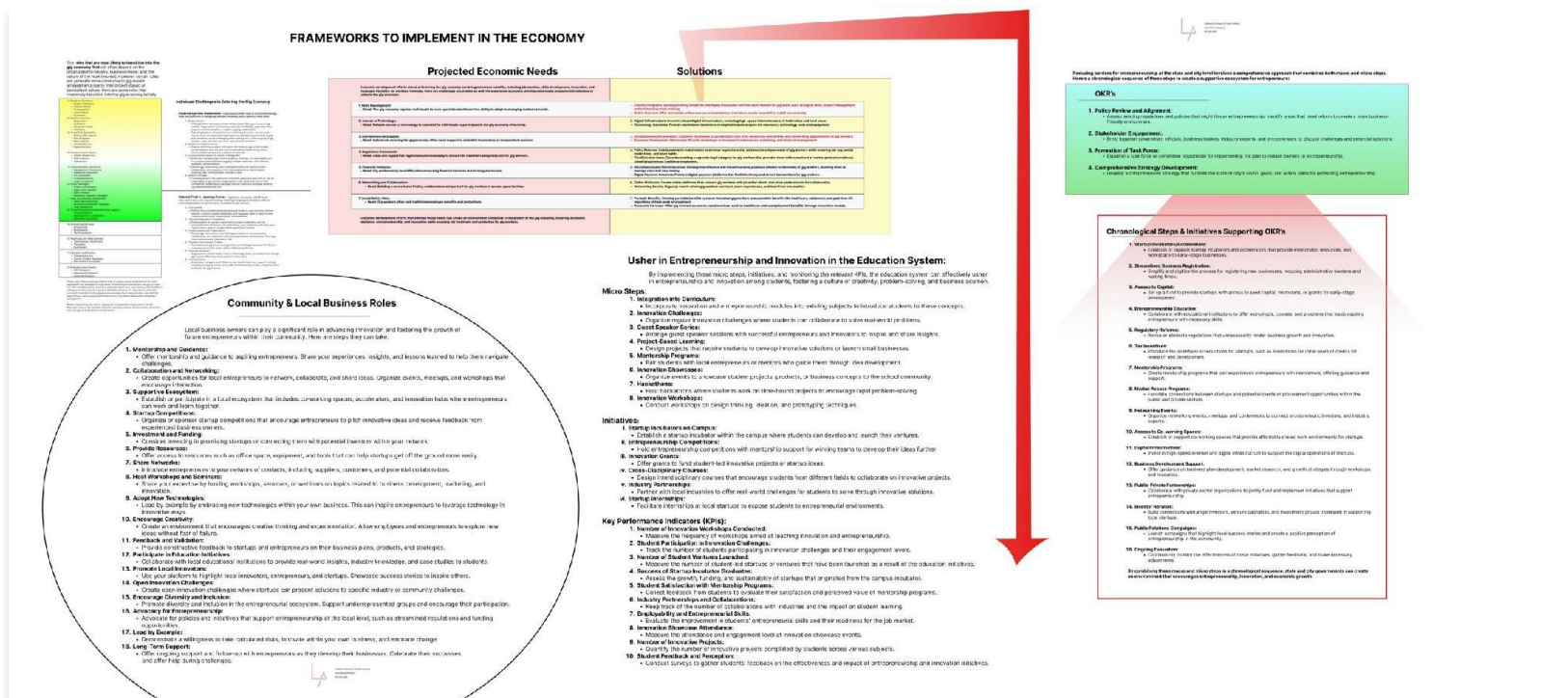
How to read it

Rows are the four audiences;
columns are what each needs.

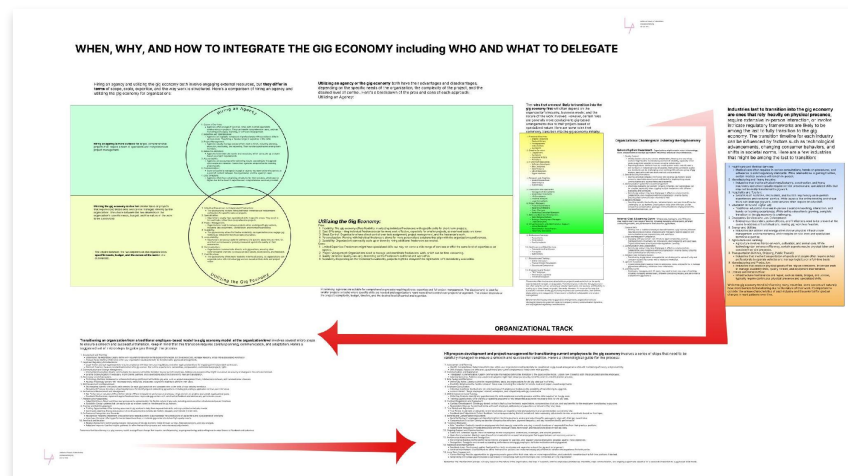
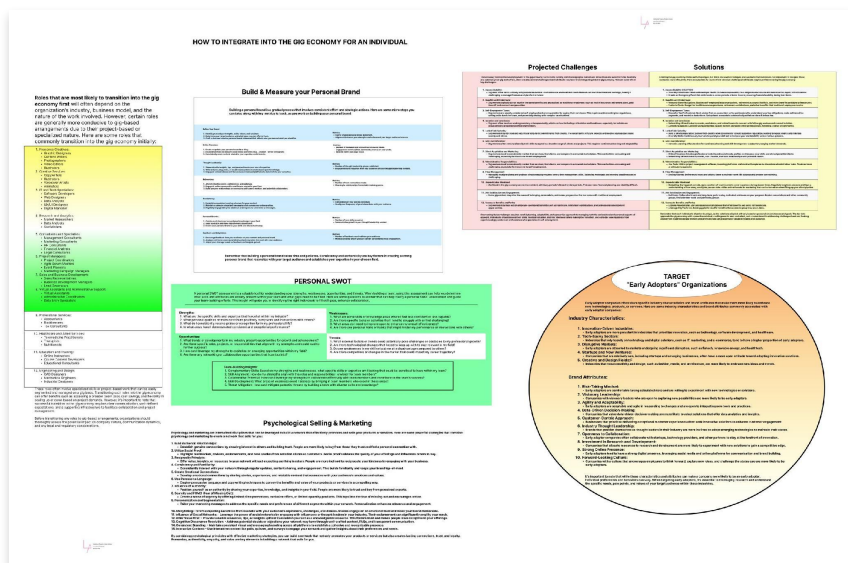
Pink: framework built, seeking partnership

Green: interest confirmed, design sprint in development

Frameworks to implement in the economy



Individual and organizational tracks



Individual track: personal brand, SWOT, challenges and solutions

Organizational track: agency vs gig, what to delegate, HR transition steps



Gig Entrepreneurship course (2023): six modules

02 Market opportunity

Every economic need the research surfaced has a matching solution, and a set of early adopters ready to try it.

Seven needs, seven solutions

NEED

SOLUTION

Skills development



Training in digital skills, project management and entrepreneurship

Access to technology



Digital infrastructure and technology subsidies

Entrepreneurial support



Incubators, accelerators and business workshops

Regulatory framework



Policy reform that protects independent workers

Financial inclusion



Microfinance and digital payment platforms

Networking



Online collaboration platforms and networking events

Social safety nets



Portable benefits and access to services

Who moves first

Roles that transition first

- Freelance creatives
- IT and tech specialists
- Research and analytics
- Consultants and specialists
- Project managers
- Sales and business development
- Virtual assistants

Early-adopter organizations

- Innovation-driven industries
- Tech-savvy sectors
- Disruptive markets
- Startups and new ventures
- Creative and design fields

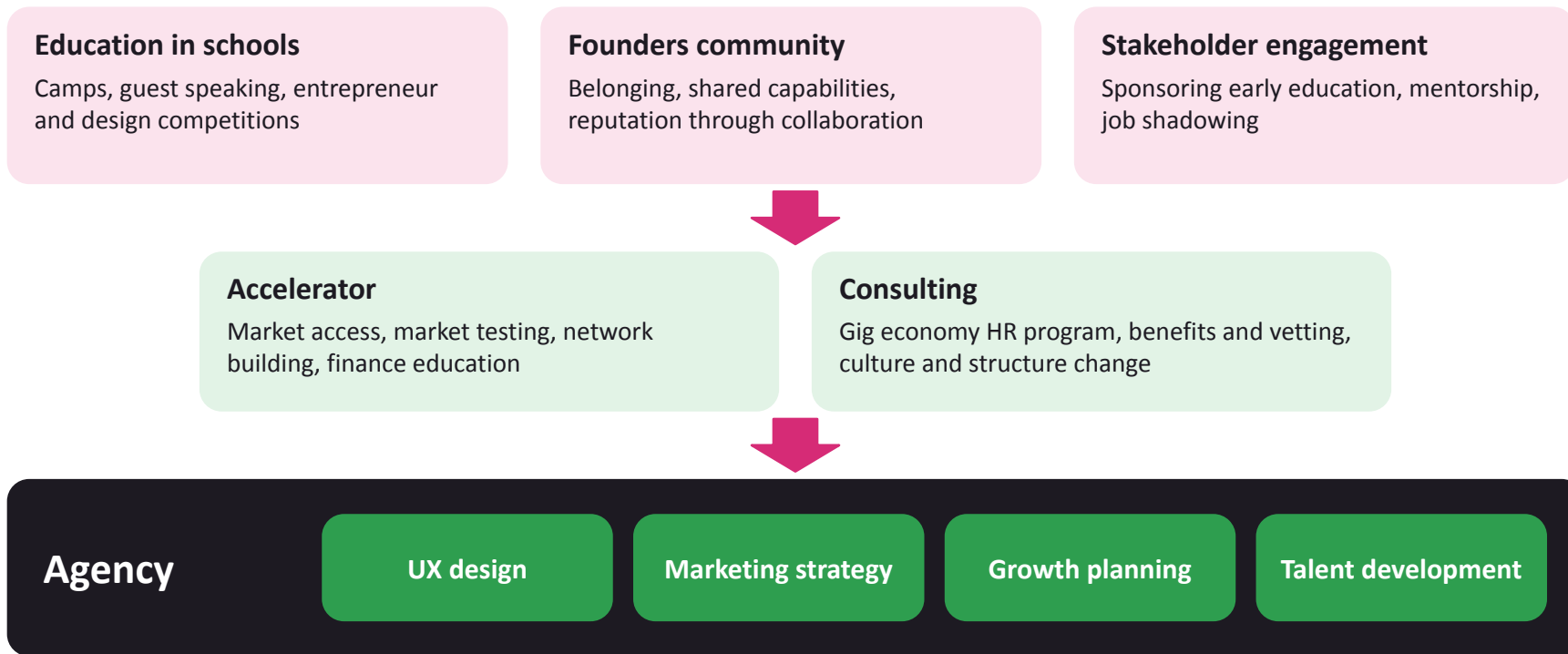
New roles to fill

- Gig work coordinator
- Freelancer relationship manager
- Freelancer experience designer
- Gig compliance specialist
- Freelancer upskilling coach
- Gig economy strategist

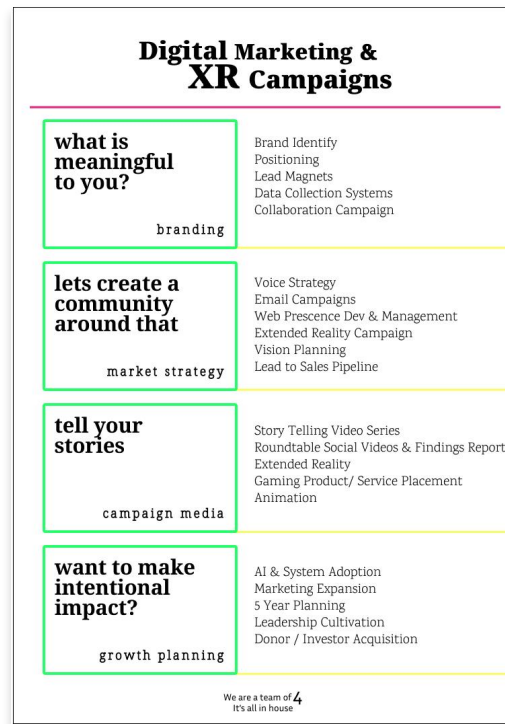
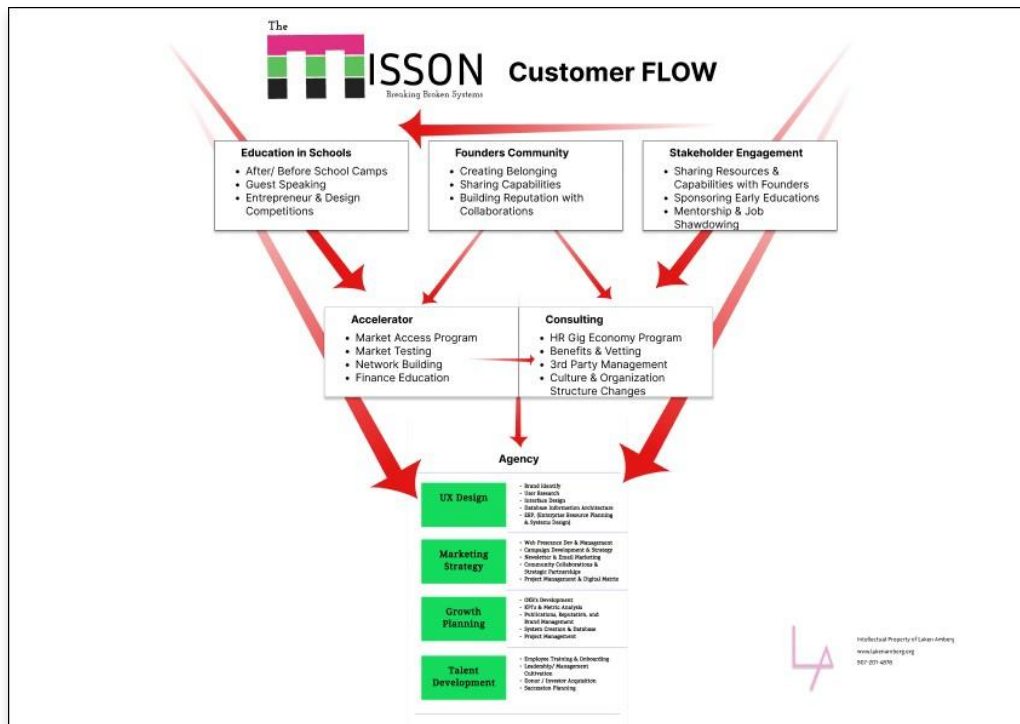
03 Mission strategy

Three entry points feed an accelerator and a consulting practice, which both feed one agency.

Customer flow: three doors in, one agency out



Original customer flow and service menu



Discovery tools used to scope each new client

Content Strategy Evaluation for New Client	
Purpose of Discovery is to build the the metrics for the program.	
Company _____ Messaging _____ Audience Fit _____ Market Position _____ Credit _____ Channels _____ Content Strategy: Consistency _____ Ideal Buyer _____ Market Eco System Target _____ Problem you Solve _____ Techy Scale 1 2 3 4 5 6 7 8 _____	Info
Metrics Conversion Rate _____ Prospect Outreach: WARM _____ COLD _____ Discoveries / Meetings _____ Proposals _____ Client Acquisition Cost _____ Deals Closed _____ Client Acquisition Goal _____ Budget _____ Other Stakeholders _____	

Content strategy evaluation

Digital Presence Evaluation for New Client	
Purpose of Discovery is to build the the metrics for the program.	
Company _____ Industry _____ Size of Company _____ Years Established _____ Positioning in Market _____ Social Channels _____ Data Collection _____ Funnels _____ Uniqueness _____ Content _____ Messaging Style? _____ Audience Fit _____ Ideal Buyer _____ Market Eco System Target _____ Problem you Solve _____ Techy Scale 1 2 3 4 5 6 7 8 _____	Info
Metrics Organic Site Visitors _____ Unique Visitors: WARM _____ COLD _____ Click through Rate _____ Partnership _____ Client Acquisition Cost _____ Funnels _____ Client Acquisition Goal _____ Budget _____ Other Stakeholders _____	

Digital presence evaluation

Brand Identity Checklist for a New Client	
Purpose of Discovery is to build the the metrics for the program.	
Company _____ Industry _____ Content Pillars 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ Positioning in Market _____ Channels _____ Company Case Studies? 1 2 3 4 5 6 7 8 _____ Ideal Buyer _____ Market Eco System Target _____ Problem you Solve _____ Techy Scale 1 2 3 4 5 6 7 8 _____	Info
Metrics Posting frequency _____ Partnership Outreach: WARM _____ COLD _____ Discoveries / Meetings _____ Proposals _____ Client Acquisition Cost _____ Deals Closed _____ Client Acquisition Goal _____ Budget _____ Other Stakeholders _____	

Brand identity checklist

04 Kids curriculum

Education in schools became the first door to open: camps that tested whether families would pay for entrepreneurship learning.

Camps tested market entry and built awareness

3

camp tracks launched

3rd–8th

grade students

\$70

flat rate per camper

Confidence Unlocked

Socio-emotional play and individuality development

Entrepreneurs Accelerator

Build a business from concept to funding and market strategy

Cheer Team

Team-based physical and social confidence building

Where: after-school and summer camps at the Jewish Community Center (JCC), one shared registration system.

Lesson: a stand-alone Design Sprint camp drew no signups; the same skills sold when packaged inside the Accelerator track.

Camp marketing: three tracks, one registration



THE MISSION COMPANY

CONFIDENCE

UNLOCKED

Socio-emotional play with individuality development activities

PER CAMPER 70 \$

WEDNESDAYS
SEPT 11 - OCT 30

NO CLASS : 10/2

REGISTER ONLINE: [HTTPS://FORMS.GLE/DI5BVNSKBNOQ163G8](https://forms.gle/Di5BVNSKBNOQ163G8)
907-201-4876



THE MISSION COMPANY

Entrepreneurs Accelerator CAMP

This camp will build a business from concept to funding and market strategy. Learning best practices of innovation, sustainability, data and community health.

PER CAMPER 70 \$

MONDAYS
SEPT 9 - OCT 28

NO CLASS : 9/30

REGISTER ONLINE: [HTTPS://FORMS.GLE/DI5BVNSKBNOQ163G8](https://forms.gle/Di5BVNSKBNOQ163G8)
907-201-4876



THE MISSION COMPANY

CHEER TEAM

THURSDAY
SEPT 12 - OCT 31

NO CLASS : 10/3

PER CAMPER 70 \$

REGISTER ONLINE: [HTTPS://FORMS.GLE/DI5BVNSKBNOQ163G8](https://forms.gle/Di5BVNSKBNOQ163G8)
📞 907-201-4876

The Entrepreneurs Accelerator curriculum



Students move from a problem at home or school to a prototype, a resource letter and a target-market persona.

The Spiritual Entrepreneur's Workbook

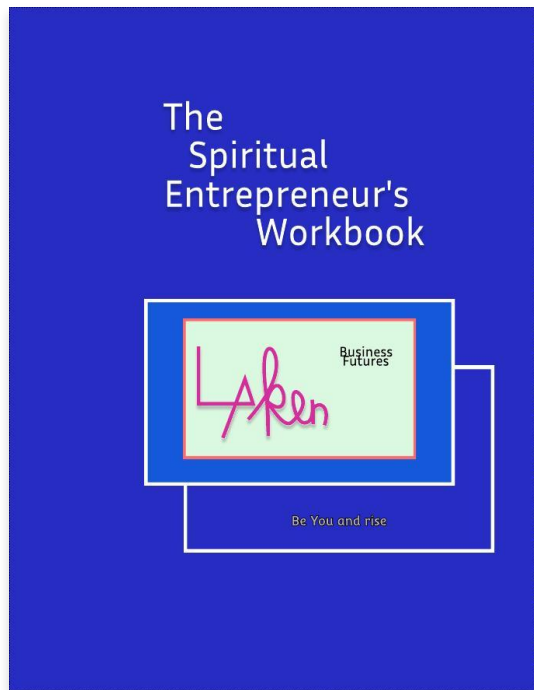


Table of Contents	
1	Personal Brand
2	Values
3	Legacy
4	Personal Standards
5	Personal Policies
6	Assessment
7	Leverage
8	Team Building
9	Your Footprint
10	Pain to Purpose
11	Fulfillment Exercise
12	Goals
13	Action Plan
	Policy Chart
	Contracts
	Reconcile

Plan for the Mission

The founder-mindset companion

Thirteen modules, from personal brand and values to legacy, leverage, team building, goals and an action plan, plus a policy chart, contracts and a reconcile section.

It carries the emotional and values work that the camps and homeschool journal build on.

The Think Tank Crew: the curriculum on video



The Think Tank Crew

New YouTube channel for ages 8–12

AI-animated clay-style animal cast: deer, owl, mouse, elephant, bear and rabbit

Pink, green and black, matching the brand

Short form

Friendship and moral shorts that build the audience

Long form

An entrepreneurship curriculum series built from the Accelerator

In the classroom

Parents and teachers assign episodes and use PDF guides from the portfolio site

Pilot

Two test episodes, then an automated upload pipeline with weekly founder approval

05 Software

A homeschooling tool built in Obsidian that turns a daily journal into curriculum data.

Homeschooling software built in Obsidian

One vault per student

Each learner has a private vault holding daily notes and their grade's curriculum.

Mapped to standards

Lessons map to Kentucky and Alaska standards and a Kentucky Country Day School benchmark.

Entrepreneurship threaded through

Projects carry entrepreneurial and barter economics; Dataview queries roll daily entries up into progress views.

THE DAILY JOURNAL



Daily quote discussion



Vocabulary word



Reflection



Gratitude statements



Skills practice



Project work

06 Homeschool testing

Two learners, two months in, toward a three-month pilot.

A three-month pilot with two learners

Month 1

Complete

Month 2

Complete

Month 3

Planned

Participants

Student A, grade 4 · Student B, grade 6 (de-identified)

Weekly

Technical adjustments to the vaults, templates and data views

Every two weeks

Curriculum project tests against the grade curriculum

What the first two months tested



Data collection measured to curriculum

Iterated how daily entries are captured so they map to grade-level curriculum and standards.



Usability testing

Watched how each learner moves through their vault and adjusted the templates weekly.



Understanding learner choices

Studied which prompts and projects learners choose, to shape lessons that enhance learning.

Results from month three will be added when the pilot closes.

RESULTS TO DATE

3

camp tracks launched

8

step Accelerator curriculum

2 of 3

pilot months complete

Next

- Close the three-month homeschool pilot and publish findings
- Release The Think Tank Crew pilot episodes and PDF guides
- Partner on the Founders Economy frameworks marked for partnership