



# MICROSCHOOL BUILDERS

# Quick-Start

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School Makeover

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Legal Research

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Branding

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Creative Spaces

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Valuable Learning

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Student Centered



**WHAT IS A MICROSCHOOL?**

# BUILD THE MICRO-SCHOOL OF YOUR DREAMS

In less than a year, without sacrificing salary or sanity!



MICROSCHOOL BUILDERS

[www.microschoolbuilders.com](http://www.microschoolbuilders.com)

1



School Makeover

# SCHOOL MAKEOVER

1. Whose vision impacts school?
2. Clarify YOUR purpose for building a school?
3. What is your *DREAM* school?
4. What is the market/niche?
5. Who is your ideal student?
6. Who is your ideal family?



2



Legal Research

# LEGAL RESEARCH

1. Other models? Franchise?
2. Non-profit or for-profit? LLC? SCorp?
3. What does my department of education allow?
4. Tutoring? Homeschooling? Private accreditation? Other?
5. Legal counsel?



3



Branding

# BRANDING & MARKETING

1. Your unique currency
2. Elevator pitch
3. Vision & mission
4. Start a business plan
5. Branding
6. Tech tools / social media



4



Creative Spaces

# CREATIVE SPACES

1. Low cost, free, for a fee?
2. Furniture, supplies, materials
3. Insurance, internet, utilities
4. Start a budget



5



Valuable Learning

# VALUABLE LEARNING

1. Cost vs. benefit
2. A "value proposition"  
(motivation = perceived benefits - perceived cost)
3. Finance: undraising, crowdfunding, loans, etc.
4. Tuition vs. costs
5. Multiple budgets





6



Student Centered

# STUDENT CENTERED

1. Teaching vs. learning
2. Self-directed education
3. Individual learning plans
4. Assessing learning
5. Accounting requirements
6. Calendars & procedures
7. Curricular supports (online?)



**WHAT'S NEXT?**

