



Beta Bowl

**Startup Enrichment
Program for Teens**

**Shark Tank meets Y Combinator
PLUS EDUCATION**

Want to stand out on your college applications?

**Go from idea to minimum viable product
Beta Launch Your Business
Pitch to Investors**

What is Beta Bowl?

#1 Entrepreneurial Extracurricular Program

- Motivated students (mostly teens) go from ideation to beta launch
- 3 Options: 2-Week Group, 6-Week 1-on-1, or 12-Week Platinum 1-on-1
- Weekly or Daily Video Lessons and Hands-On Business-Building Tasks
- Individual **Startup Mentor** to Help Teens through Every Step of the Process
- Daily/Weekly Startup Mentor Virtual (Phone, Zoom, or Skype) Sessions
- Teens will turn an idea (**even if they don't have one to begin with!**) into an MVP (MVP = Minimum Viable Product) and ready-to-launch business!
- From **Idea Validation** to **Financial Models, Marketing, & Investor Pitch Decks**, Beta Bowl equips teens to build and launch businesses on their own
- **Modern curriculum** incorporates today's **tech-enhanced** startup advantages, which enable teens (all people) to launch fast & affordably!
- All participants receive a **Successful Completion Certificate**, plus come away with a unique **Business Plan, Marketing Strategy, Financial Model, Minimum Viable Product or Launch Page, and Investor Pitch Deck**
- **Certain Programs culminate in a virtual Beta Bowl Pitch Competitions:** Student Pitch Decks (+ optional videos), will be assessed & receive objective feedback, plus consideration to receive \$500 to \$1500 in awarded funding
- **Content-packed extracurricular** to both prepare future entrepreneurs and **differentiate driven students on their resumes for college applications**
- 6-Week and 12-Week Platinum participants each receive a 100% custom **college recommendation letter** from the Beta Bowl founder, as well as come away with a unique business portfolio to set themselves apart for future college and scholarships applications, internships, and more!



Why Now?

Entrepreneurship IS the Future

- Traditional jobs are being outsourced and/or replaced by technology
- There is no prescribed “path to success” anymore – all paths carry risk
- The skills to build a business are transferrable across many industries
- An entrepreneurial toolkit will help set students up for success and autonomy in any work, school, and life environment – not just building a business
- An understanding of business finance is a leg up in understanding economics, personal finance, investing, and the value of money in general
- Entrepreneurship is the one path that has no salary ceiling or expiration date
- Entrepreneurship can be used to create multiple supplemental revenue streams, in addition to a traditional 9-to-5 job to diversify your income
- Every generation faces new issues (as well as new technology), and that means new opportunities for entrepreneurs to create the next big thing
- Advances in technology (and social media) enable people to quickly and affordably build, launch, and grow businesses that reach people all over the world – anywhere and anytime...
- ...so with these lower barriers to entry and scalability, the time to start is NOW, because entrepreneurship IS the future

Beta Bowl has helped **hundreds of students** nationally (plus a few international students) so far throughout 2020 and due to high demand, may in the future be *an application-only program for a limited number of select gifted students*.

In **Fall 2019**, we launched a pilot session to select gifted students, and in **2020** **expanded nationally** (and on a smaller scale internationally), and **we're now accepting all interested students** into the **2-Week, 6-Week, and 12-Week Platinum packages** (*no application required*) **until spots fill up.**



As featured in Forbes

Here's what a few parents have to say:

forbes.com

Forbes

Start A Business

The virtual entrepreneurship program, **Beta Bowl**, shows students how to take an idea from conception to launch. By working under the guidance of a business mentor, students are taught skills that can be used in numerous fields and industries. Premed students can develop a medical-focused business plan that can help them stand out from their fellow applicants. By forming and executing an idea that makes an impact on your community, you can show the admission officers your drive, ingenuity, and compassion for others.



Stacy F. • 1st

Senior Analyst, System Financial Reporting at HCA Healthcare

3w ...

Rachel – your program was really one of the highlights of the year for my youngest! He spent every day in excited planning, looked forward to every meeting, discussed ethical business issues at the dinner table, tried to figure out ways to overcome obstacles, learned so much about what goes in to starting a business, and felt entirely supported through the process by you. Thank you!



2 Likes



1 Reply



Rachel Greenberg **Author**

Wall Street banker turned Entrepreneur + Startup Consultant

3w ...

Thanks so much for the great feedback, Stacy - it was awesome working with Nathan - he was one of our most enthusiastic and collaborative students from day 1, and we are super pumped to see what he ends up doing in the future!

Deborah E.

Wed 5/27/2020 4:01 PM

To: Rachel Greenberg (Beta Bowl founder and CEO)

Thank you SO much, Rachel! **My daughter LOVED this program!**

Deborah

Class Curriculum

Download and complete the **Max Fugate** business plan.

To-Do:

This will get all your potential business paper, so you can begin the research which due to your investment.

(Based on the like Validation note)

To-Do:

Download the **Financial Model Resource Kit** to complete your Cost Model, Profit Planner, and Beta Financial Pipeline.

This resource will come in handy again at the end of the Beta Bowl program, as you'll be able to present these projections in your Investor Pitch Deck.

From: Shawn B.

Sent: Tuesday, June 23, 2020 8:00 AM

To: Rachel Greenberg (Beta Bowl founder and CEO) <info@beta-bowl.com>

Subject: Re: Beta Bowl Letter of Recommendation

Hi Rachel! This is Shawn - Kaley's father.

I just wanted to take a minute and thank you for writing such a **wonderful recommendation letter!** Your messages were heartfelt and I really appreciate your passion for entrepreneurship. I love what you are doing with Beta Bowl and am grateful for the opportunity to have Kaley participate in your program. Thank you again for **giving Kaley an incredible experience** and for supporting her passion for her business! BTW, she has Chapel Hill front and center on her radar thus, keep your fingers crossed for us...hoping we have a future Tar Heel in the house!

Shawn

vrushali n

Mon 7/27/2020 3:45 PM

To: Rachel Greenberg (Beta Bowl founder and CEO)



Thank you, thank you! **My heart swells with pride that my girl is doing well.** Yes, she is fiercely independent and I'm just navigating around her to give her the freedom she needs to proceed. Ria did mention she **enjoys the business aspect of it** and I want her to decide independently which project she wants to work on. No pressure there at all even if she chooses not to do the non profit! **Thanks again, encouraging to know Beta Bowl is the right choice we made for Ria!!** You may have heard of TYE program. They have chapters globally and I have been a mentor to the kids of Seattle chapter where kids who are interested med tech space. In fact, my team of kids made it through the regionals. Ria didn't really like the way the program was set up hence I set out on a mission to find her a program like yours (and main factor being me not involved in it!!) **You made my day!** Best wishes to you and all the kids under your mentorship!! Sincerely- Vrushali.

As featured in Forbes

Here's what a few parents have to say:

From: Jillion W
Sent: Monday, July 27, 2020 9:52 AM
To: Rachel Greenberg (Beta Bowl founder and CEO) <info@beta-bowl.com>
Subject: Re: Beta Bowl Update - Featured in Forbes!

Hi Rachel

Thank you so much for reaching out and congratulations!

Alana really enjoyed working with you and it ignited her to do something other than what she started with you. I think she did not realize you could help her with this or maybe she discussed it with you and you cannot. Check out www.bookwormglobal.com - this is what she spent the rest of the summer doing. Since June, she distributed more than 1000 books, raised more than 1000 dollars, and empowered more than 100 volunteers across more than 5 nonprofits. Your sessions gave her the confidence to craft messaging and make business cases. Because of the pandemic, she felt compelled to focus on the substantial inequities in education instead of her first love, the beauty industry. She used what you taught her to drive progress philanthropic space.

Alana really valued your assistance. I keep telling her she should try to launch that nail business but she really wants to focus on literacy and education inequality because the education gap is widening when students cannot attend school in person. Maybe you can check out Bookwormglobal and see if there is anything you can suggest to make it a more successful endeavor. Maybe you can create an alternative avenue for Beta Bowl that focuses on philanthropic organizations.

We really appreciate you and will certainly recommend the program to others. If you want to help me craft an endorsement, I would be happy to do it. Her brother will likely do Beta Bowl during his high school career.

Warm regards,

Jillion W

I think it would be good to feature this story when talking about Beta Bowl. As a parent, I got exactly what I wanted out of your program. My beauty-focused daughter thought long and hard about the World's needs and where she could make an impact and solve a problem. About half way through the program her servant's heart drove her tackle a community problem instead of her personal inconvenience. Knowing what you don't want to do and what does not ring true for you is just as important as launching a business. I really think you have something special with Beta Bowl and could do a philanthropic arm of your organization. She had to find her niche in the nonprofit literacy space. There is no need for another fledgling organization but there is a need for a tech savvy accelerator that can help do-gooders have a broader impact.

The collage displays various Beta Bowl program materials. At the top left, a laptop screen shows the 'Class Curriculum' page with a 'Start next lecture' button. Below it, a tablet displays a 'To-Do:' list with a yellow star icon, instructing users to 'Download and complete the Idea Exploration Worksheet'. To the right, a smartphone also shows a 'To-Do:' list, instructing users to 'Download the Financial Model Resource Kit to complete your Cost Model, Profit Planner, and Beta Financial Projections'. In the center, several printed worksheets are fanned out, including the 'Profitability Planner' (a detailed financial table), the 'Beta Biz Budget (COSTS) Calculator' (a table for estimating costs), the 'Social Marketing Pre-Launch Schedule' (a calendar for planning social media and outreach), and the 'Beta Bowl BASICS' (a guide for the program). The bottom right corner features a small logo of a red flower in a blue circle.

As featured in Forbes

Here's what a few students have to say:

Alana L.
Mon 6/1/2020 11:37 PM
To: Rachel Greenberg (Beta Bowl founder and CEO)

Hi,

I just wanted to thank you for taking the time to write the letter. It was so great to get to know you even if it was over a short period of time and I hope our paths cross in the future.
Best,

Alana L

Hey Raina - just FYI, sent over the draft recommendation letter for Babson for you to review whenever you get a chance



Wow Rachel... I have no words! It is amazing.... so so so much better than what my teachers wrote for me. Never new the recommendation aspect was this personalized. Thank you so much for all your help once again, I really appreciate it!

From: Isaac G

Sent: Tuesday, May 26, 2020 9:05 PM

To: Rachel Greenberg (Beta Bowl founder and CEO)

Subject: Re: Beta Bowl Letter of Recommendation

Holy cow this is amazing! Thank you so much!

"I joined Beta Bowl as a team with two of my classmates. We've worked together and won multiple startup competitions before, but through Beta Bowl we learned so much about entrepreneurship that we didn't know going into the program. We ended up creating a company in the pet health and tech space, and once we prove our concept, we plan to move beyond pet health into other service areas. We also have friends who participated in other startup programs at universities that were a lot more expensive, and in comparison, I think we got even more out of Beta Bowl than our friends did from those other programs."

- Arun E., High School Senior (TX)



Raina Jain • 1st

Regeneron STS Finalist | Intel ISEF Best of Category | Inventor of HiveGuar...

3d ...

Thank you **Beta Bowl**! Entrepreneurship definitely transcends age and is a valuable skill to have in today's world. I find myself commonly applying the skills I learned in this program to my business as well.



1 Like



As featured in Forbes

Here's what a few MORE students have to say:



"I thought it was going to be a cool learning experience and it was but it was way more than I expected. This class is a great way to put your ideas in place and really understand how to run a business."

**- Aster H., MD
High School Sophomore**



"I came into this program having no idea where to start. Just weeks later I have a business that's almost ready to launch."

**- Jordan K., MA
High School Junior**



"It was amazing to be able to learn more about making my own product! At first, I was nervous considering I did not have my idea to start off, but this was an awesome experience!"

**- Cara G., NJ
High School Freshman**



"Beta Bowl is a great experience for anyone wanting to learn what it takes & how to start your own business."

**- Andrew Z., MI
High School Senior**



"I was very impressed with how accessible my Beta Bowl mentors were and willing to answer my questions at any moment."

**- Sydney S., NJ
High School Junior**



"I enjoyed every step along the way and learned a lot from this course. Through Beta Bowl, my eyes opened to the world of business and I am more interested in learning the field."

**- Saketh K., VA
High School Sophomore**



"It was a lot more helpful than I expected. I really enjoyed it, and I would definitely recommend it."

**- Rachel E., DC
High School Freshman**



"When I entered I wasn't expecting much, but they completely blew me away with how focused and targeted it could get. I would take it again."

**- Nathan F., NC
High School Sophomore**



"Beta Bowl is a great business and overall financial learning tool with fantastic resources that also last you a lifetime."

**- Sydney SH., TX
High School Junior**



"I learned so much over a short period of time and I recommend it to any teen interested in business who wants to learn more."

**- Joe H., OH
High School Freshman**



"Any teenagers looking to become an entrepreneur should go through this program before jumping right into starting up their business."

**- Morgan D., IL
High School Junior**



"Beta Bowl gave me the opportunity to learn a lot more about entrepreneurship, because of the program, I am now equipped with the tools to start any successful business."

**- Sahil C., CA
High School Sophomore**



As featured in Forbes

Here's what a few MORE students have to say:



"Beta Bowl is a great class for a high school student to learn how to effectively start a business. It takes you step by step and you learn so much in a short amount of time. I'd totally recommend this class to my peers!"

**- Lana R., CA
High School Junior**



"After the course I have learned more about marketing strategy and finance through face to face conversations than I could have learned in all of the other programs out there combined!"

**- Sid K., NY
High School Senior**



"This program far exceeded my expectations and I would recommend it to other friends. Beta Bowl is great learning experience to learn about the creation of building a business."

**- Sophia L., MA
High School Freshman**



"The program exceeded my expectations by providing a good experience while being filled with knowledge. This was a chance to think and take risk."

**- Lucas G., NJ
High School Sophomore**



"The experience was a lot more hands on than I was expecting. I especially enjoyed making the launch page and the financial model. This program is perfect if you are starting with just an idea and want to make a solid business plan surrounding it."

**- Bailey H., TX
High School Senior**



"It went beyond my expectations and made launching a company easy. I enjoyed the program and would probably mention it to people I know interested in launching a company. Beta Bowl is an experience that truly helps you in launching the company of your choice. You even have calls with your mentor for any questions that you have which makes launching a company even easier."

**- Kaitly L., PA
7th Grader (Middle School)**



"Beta Bowl has guided me to finally starting my business after months of being stuck on the idea. Thank you for all of the skills and techniques that I have learned to launch my business. Yesterday I completed the first sale and by the end of today I should have another 2 completed!"

**- Justin L., NJ
High School Junior**



"If you're looking for a fun program to do and have for your teen then totally go to the website Beta Bowl, its an enjoyable program with twist and turns that will surprise you."

**- Amber R., TX
High School Senior**



"It was much more informative and hands on and allowed me to go through the process of creating a business in more detail than I thought. If you want to truly learn how to run a business Beta Bowl is for you."

**- Stephanie L., TX
High School Sophomore**



"I learned a lot more than I expected I would and I would recommend it's a very informative and enjoyable experience."

**- Sparsh P., NJ
High School Senior**



"I thought it was super fun. I would recommend. They will walk you through everything but you still have a lot of freedom to make your business about whatever you choose. Do it because even if you don't like what you come out with, you still have that experience and knowledge of how to start a business from the ground up."

**- Madi D., UT
High School Sophomore**



"This program exceeded my expectations because it was more engaging than I had anticipated. I did enjoy it and would recommend. I would say it was helpful in understanding the steps to start a business. The financial model was extremely helpful because it covered everything possible in a simple way."

**- Larissa D., NJ
High School Junior**

As featured in Forbes

Here's what a few MORE students have to say:

This program provides a great hands-on approach to the most important aspects of building a successful business.

Jessica T., CA, 12th Grade

It gives you everything but the real world experience, it's amazing.

Alex M., CA, 10th Grade

Beta bowl definitely met my expectations, and it was more thorough than I expected which is great, and I would also recommend it. The two week Beta Bowl program was educational and fun, and the daily calls were informative and open-ended. The program made it simple to build your company with step by step instructions which allowed you to take any business direction.

Eric B., TX, 12th Grade

The experience was much better than my expectations going in. I thought it would be more lectures, and less actual work to do alone. I enjoyed that I got to hear the "lectures" and then incorporate the skills learned on the worksheets, and to launching my own business. I loved it and would recommend to my peers. Beta bowl teaches life skills that are useful in the real world; that school would never teach. It teaches you how to think for yourself, be resourceful, and that there isn't one correct answer to something, like how it is in school.

Chloe L., NY, 9th Grade

I thought this was just some summer camp, but it is a lot more than that. It's a great course with lots of good information to know even if you are not starting a business.

Soahum S., GA, 11th Grade

I found it very interesting and relevant, and it was a great tool to get my business started. I would recommend it to other entrepreneurs looking to start their own businesses. Beta Bowl is an interesting immersive business building program that can teach you the things that you need to know about running a business in this current time.

Andrew B., FL, 9th Grade



As featured in Forbes

Here's what a few MORE students have to say:

It exceeded my expectations. I went into this program thinking it would just be a typical online class, but it is so interactive, and gives room for creativity and out of the box thinking.

Nishanth K., MD, Above 12th Grade

I loved Beta Bowl my expectations were definitely met, and I learned so many new things. I thought that Beta Bowl was an amazing learning experience and got so much out of it.

Amelia W., OR, 10th Grade

It was so much greater and put together than I had expected. I thoroughly enjoyed and would recommend to all of my friends for future programs. It is a great learning experience for students who are looking into studying business and even more specifically, entrepreneurial studies to see if it is fit for them!

Lauren M., WA, 12th Grade

Exactly what I expected- it was great! I definitely enjoyed and I would highly recommend to others. It's a great way to start your own successful business!

Shira C., NY, 10th Grade

I learned a lot more than I thought I was and came out of Beta Bowl with a full financial/business model that started with an idea. What surprised me was how self-paced the program was and how I was challenged by figuring out certain problems and questions by myself. I thoroughly enjoyed the Beta Bowl program and would recommend it. It was a great learning experience, especially for someone who is interested in business. Throughout Beta Bowl, I learned how to turn my idea into a reality. I came into the class with a few ideas and left ready to launch a business in just weeks.

Surina A., MN, 12th Grade

I'm so glad I decided to give Beta Bowl a chance and use this as experience to see if business is a field I would be interested in pursuing further in college. After completing this course, I have realized how much these types of topics interest me, and it is almost as if these topics come naturally to me. I was able to discover that starting a business isn't rocket science. Anyone who has done plenty of planning and preparation can start a successful business no matter their age or background.

Bhairavi C., GA, 11th Grade



As featured in Forbes

Here's what a few MORE students have to say:

I enjoyed learning about how to successfully creating a startup, and would recommend Beta Bowl to anyone wanting to start their own business.

Joshua B., TX, 11th Grade

The course was definitely more in depth than I initially thought it would be. I would recommend beta bowl, but only to any over achiever friends. This is definitely a in depth course and completely sets you up to launch a company or sets you up with enough knowledge to start a company in the future.

Annabelle W., KY, 11th Grade

The experience was definitely a lot more helpful than I expected it to be. At first, I didn't know what to expect, but I definitely got a lot out of it. I would say the course is definitely worth it and it really helped to drive my passion in business.

Shaan D., TX, 12th Grade

It is a fun educational program that lets you make your idea into a reality, and I would recommend it to others.

Will M., NY, 9th Grade

I wasn't sure what to expect, but I learned a lot every week and would definitely recommend the course to anyone because it really doesn't matter what experience level you are at, there is always something to work on and there is a lot of material to learn from. I feel like anyone can really make the experience their own, so it is great for anyone. This is a perfect program for anyone because it is a valuable experience no matter what experience level you have. There is always something to learn about and you can pick your own journey.

Divij K., MA, 12th Grade

I'm so glad I decided to give Beta Bowl a chance and use this as experience to see if business is a field I would be interested in pursuing further in college. After completing this course, I have realized how much these types of topics interest me, and it is almost as if these topics come naturally to me. I was able to discover that starting a business isn't rocket science. Anyone who has done plenty of planning and preparation can start a successful business no matter their age or background.



How, Who, & Where?

You already know the “What”, “When”, & “Why”...

Motivated Teens
Mentored by Entrepreneurs
& Top Business School Performers

The collage features several video call windows with participants, a laptop displaying the Beta Bowl website, a tablet showing a 'To-Do' list, and several printed worksheets like 'Social Marketing Pre-Launch Schedule' and 'Beta Bowl BASICS'.

Beta Bowl BASICS

Now that you understand you can get a little more of the Financial Model Resource Kit, let's get started with the Beta Bowl BASICS.

Building a business plan is the first step in the process. You will need to create a business plan that includes a market analysis, a financial model, and a marketing plan. This resource will come in handy again at the end of the Beta Bowl program, as you'll be able to present these projections in your Investor Pitch Deck.

Social Marketing Pre-Launch Schedule

Since we know the answer to the chicken and the egg scenario (the chicken!), the customer comes before the egg (the offer), it's imperative to use social media to build up your customer list and promote your offer before you send a single line for the time!

Creating a pre-launch campaign to build interest and gather leads is a goal for this.

Social Pre-Launch List and Interest-Building Schedule

Day or Date	Social Platform	Planned Post and Purpose
Expiring June 12, 2019	Instagram	Intro Post - Convey WHO we are looking to (a clear customer)
Expiring June 14, 2019	Facebook Group	Showcase results from use of your product or service (social proof)

Beta Bowl Budget (COSTS) Calculator

Expense Category	Est. Estimated Cost	Instructions
Entrepreneurial License Fee	\$12.00	C - Manual Input
Entrepreneurial License Fee	\$12.00	C - Manual Input
Entrepreneurial License Fee	\$12.00	C - Manual Input

Beta Bowl Business-Building Accelerator for Teens!

To-Do:

Download and complete the Idea Exploration Worksheet

This will get all your potential business ideas on paper, so you can begin the research which idea to move forward with. (Based on the Idea Validation work)

To-Do:

Download the Financial Model Resource Kit to complete your Cost Model, Profit Planner, and Beta Financial Projections.

This resource will come in handy again at the end of the Beta Bowl program, as you'll be able to present these projections in your Investor Pitch Deck.

Which package is right for you?

Lock in your spot for Beta Bowl now

Now accepting ALL interested students into the 2-Week, 6-Week 1-on-1, and 12-Week 1-on-1 Platinum packages until spots fill up (rolling enrollment basis)

- **2-Week Group Immersion:** 2-week (8 module), virtual (online) group entrepreneurial extracurricular enrichment program, with daily group calls is for motivated students who want a one-of-a-kind extracurricular experience and accelerated introduction to entrepreneurship. Students come away with a completed pitch deck, financial model, and business plan, a Successful Completion Certificate, as well as a great story and viable business to discuss on their resume and college applications.
- **6-Week 1-on-1:** For students who want a more tailored experience on a more flexible schedule with both a more robust curriculum and more individual support, assistance, and feedback, via both weekly 1-on-1 calls with an individual startup mentor, as well as 24-hour email and text access for feedback and help in between calls. Students will also receive a Custom Letter of Recommendation, which can be used on an upcoming college or scholarship application, for selective summer programs, as well as for future jobs and internships. Students will also have the opportunity to submit their pitch deck to a virtual pitch competition, to receive individual scores and feedback from the judges (real entrepreneurs and investors), as well as consideration to win the \$500 (minimum) in prize funding that will be awarded to at least one participant per pitch competition (*based on the pitch deck submission*)
- **12-Week 1-on-1 Platinum Package:** For students who want the MOST tailored experience on the most flexible schedule with the **most robust curriculum** and **maximum individual support, assistance, and feedback**, via both weekly 1-on-1 calls with an individual startup mentor (priority on having the Beta Bowl founder as the student's startup mentor), as well as 24-hour email and text access for feedback and help in between calls. Students will also receive a **Custom Letter of Recommendation from the Beta Bowl founder and CEO, specific to the student's progress, growth, and accomplishments throughout the program**, which can be used on an upcoming college or scholarship application, for selective summer programs, as well as for future jobs and internships. Students will also have the opportunity to submit their pitch deck to the **Platinum Pitch Competition**, to receive individual scores and feedback from the judges (real entrepreneurs and investors), as well as consideration to win the \$1,500 (minimum) in prize funding that will be awarded to at least one participant per pitch competition (*based on the pitch deck submission*). Platinum participants may also be **eligible for future paid and internship opportunities** with Beta Bowl, if interested, as well as introductions to other startups for potential internship opportunities, and Beta Bowl will act as a reference to facilitate those potential opportunities.

Enroll HERE NOW (Limited spots)



Ready to take the next step?

Lock in your spot for Beta Bowl now

- **No additional expenses required**, though students will need access to:
 - A computer with internet (to access video lessons and collaborate)
 - Excel, Numbers, or Google Sheets (for the financial modeling tasks)
 - PPT, Keynote, Google Slides or similar program (pitch deck tasks)
 - Email (& optionally phone OR computer video chat) for group and/or individual startup mentor calls and to receive Beta Bowl communications
- Upon signing up, all students (**2-Week, 6-Week, and 12-Week Platinum**) will receive a participant intake form, and a confirmation email with introductory information about the session progress calendar (schedule and curriculum). The week ahead of their start date, they will receive access to the Beta Bowl portal, as well as their startup mentor call dates/times and join links.
- If multiple students would like to work together on one idea as a “team”, they can each sign up individually for the same program/session and each indicate on their participant intake form the names of their other teammates; their Beta Bowl experience and startup mentor will be coordinated together
- The programs are broken down between **video lessons** with associated **resources, templates, and tutorials**; **startup mentor calls** for review, Q&A, and collaboration and feedback; and module-specific **business-building tasks**.
Call times and total time commitment for students varies by program:
 - **2-Week Group**: Daily (Mon-Fri) 30 to 60 min calls (multiple time options)
 - Daily time commitment is on average 1.5 to 2 hours per day, though students do have both weekends in between and after the program to complete any remaining modules (*so no rush*)
 - **6-Week 1-on-1**: Weekly 30 to 60 min calls with student’s startup mentor
 - Total weekly time commitment is on average 3 to 4 hours (including startup mentor call time)
 - **12-Week 1-on-1**: Weekly 45 to 60 min calls with student’s startup mentor
 - Total weekly time commitment is on average 2 to 3 hours (including startup mentor call time)

Questions? Just email info@beta-bowl.com or text to (415) 462-4625.

Enroll HERE NOW (Limited spots)





Beta Bowl Founder/CEO: Rachel Greenberg

From Wall Street to Silicon Valley (& Silicon Beach), I've spent the past 9 years working with businesses of all sizes, at ALL stages – from pitch decks to \$100 Million+ acquisition deals

I don't just "consult" startups...I found, co-found, and invest in them myself...a little about me:

Hi, I'm Rachel Greenberg – a Wall Street investment banker turned full-time entrepreneur and startup consultant. I've been working with startups for ~9 years now, and I've helped create and implement marketing strategies, investor pitch decks, and rebranding campaigns that have collectively reached millions of customers, earned > \$1 Million+ in funding, and generated tens of millions of dollars in revenue. (Some have been acquired for 7+ figure valuations, others featured in Oprah's magazine, and one got a deal on Shark Tank!)

My story in a nutshell:

- ✓ Business degree in finance + entrepreneurship
- ✓ Began my career at JP Morgan, Piper Jaffray, & Wells Fargo
- ✓ Co-founded a college-gear company that exited in 2016
- ✓ Hired my former co-founders as the development team on my second company, which I sold to an operator-investor 3 years later
- ✓ Solo-founded and launched 3 different digital companies in 1 year
- ✓ Built the Zero-to-60 digital business accelerator program to help first-time entrepreneurs go from idea to business in 60 days
- ✓ Created Beta Bowl as an educational enrichment program to introduce entrepreneurship to driven teens and future founders

