

Students get in early on business experience

Info derived from Sun Sentinel Broward Edition
By Junette Reyes

Seniors at NSU University School recently got a firsthand look into the world of business. Students taking the Entrepreneurial Economics class were given the task of designing an innovative product and forming companies to develop and promote their project. The weeks of market research, development and analysis culminated in the first University School Trade Fair where the groups had to present their products to peers and teachers playing the role of investors.

Rob Crawford, chairman of the Social Studies Department, said the semester-long project aimed to teach the kids about entrepreneurship and business organization from the creation of a product to the actual promotion and maintenance of a company.

"I think it's part of pretty much the educational move towards experiential learning where they actually jump in and do things themselves," said Crawford. "[They] learn how to do things and have opportunities not just to succeed but to fail as well and come back."

Crawford said presenting business early on as a career option is important, as not all students go on to become doctors or lawyers.

"Most of them are going to go into business and a lot of them are going to go into business for themselves," Crawford said. "This is where all the ideas are going to come from for the future, these kids."

Christopher Hagen, Hunter Fingado, Steven Kay, and Philip Zipes presented the Cookie Crate at the trade fair, a cookie delivery subscription service. For just \$19.99 a month, the students said their company would deliver two dozen fresh, gourmet cookies right to your doorstep. The recipes for the cookies come directly from home, where they learned how to bake from their mothers.

Sydney Juda, Megan Sirvent, Avani Choudhary, and Peri Shechtman came up with SMAP, a laptop case that acts as a whiteboard for quick notes and doodles. The case comes with a dry eraser and a marker.



Andrew Singer and his team behind the Steer Virtual Driving School put together a kit to help new drivers feel comfortable behind the wheel. The kit includes a 360-degree video and a virtual reality headset, as well as a pedal, steering wheel, and the app that ties everything together. The students in the group are all new drivers themselves, so they came up with the product being familiar with the fear and danger of driving a car for the first time.

"We wanted to feel more relaxed in order to make our parents feel more relaxed, and be able to have a safe driving experience for the rest of our lives," said Singer. "There's nothing more important than learning how to drive right the first time."

The trade fair was inspired by the work of a group of seniors involved with Junior Achievement at the school. Alex Shuster, Andrew Hurowitz, Matthew Steiner, Evan Gutkin and Cole Becker participated in the organization's National Leadership Conference the previous year, during which 15 teams across the country competed. The group came in third overall with their product. They came up with the Kar Kit, a bag that includes safety and personal items that drivers might need, such as wet wipes, stain remover, a window breaker, seatbelt cutter and a tire gauge.

"I always knew I had an interest in business and entrepreneurship but I really never thought I'd have an opportunity to come up with a business before I go to college or even after college," said Hurowitz. "I got to experience creating a startup and now the entire senior class is able to have that exact same experience."