



***Become a  
purpose-driven  
teen entrepreneur***

Launch a **Spike**,  
a passion-based venture  
with real world impact



# Why launch a Spike?

Discover your passion. Develop your purpose.  
Change your community. Stand out to colleges.  
Spike Coaching teaches you the skills to go beyond just learning and create meaningful impact.



## "We Don't Talk About That" Art Exhibition

As a visual artist and child of a single parent, Julia crafted a global photography exhibition to break the stigma around divorce in Asia.



## Youth Robotics Program for Inner City Kids

To increase access to robotics, Johnny launched a program supporting 50 kids, partnered with a nonprofit, and secured donated equipment.



## Meet our founders



### Lloyd Nimetz *Founder*

Stanford MBA + Williams BA

*Seven-time serial entrepreneur and investor.*



### Larry Liu *Cofounder*

Michigan M.Ed + BS

*Experienced teacher and education entrepreneur.*

Spike Lab coaches are not only entrepreneurs, but also experts at teaching entrepreneurship. Our team has 21 coaches across different fields, from engineering, theater, finance, social impact, and more. We prioritize the 1:1 relationship between our students and coaches through a careful matching process.

# Our Curriculum

*Based on Stanford's d.school, LEAN entrepreneurship, and more*



## 1. Founder Story

- Identify and develop your Spike direction.
- Craft an unforgettable origin story that elevates your sense of purpose.



## 2. Spike Identification

- Brainstorm, strategize and select a Spike idea.
- Deepen your Spike-related expertise and skills.



## 3. Spike Validation

- Develop your Spike idea into a model and strategy.
- Test prototypes to validate the key assumptions in the model and reduce the risk.



## 4. Launch

- Execute your plan, launching a minimal yet viable version Spike.



## 5. Traction

- Pivot or improve on your Spike idea to reach a critical mass of early adopters.



## 6. Scale

- Grow your Spike via impact and users.
- Amplify Spike with recognition: awards, press, etc.

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## Develop key innovation abilities

Time & Project Management

Design Thinking

Pitching & Networking

Managing Ambiguity

Creativity & Brainstorming



# Embark on your Spike journey with our 12-week Starter Package

 Weekly 90-min coaching sessions	 1:1 coaching relationship	 100% personalized Curriculum
 Unlimited "Concierge" sessions	 Anytime chat: 24/7 support	 US\$6,600 (\$500/weekly session)

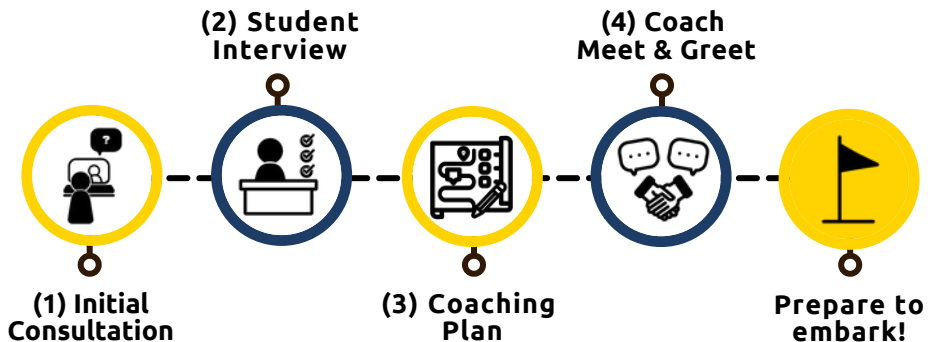
## Continuation options →

▲ Additional sessions purchased a-la-carte  
US\$550/session

**Chat with us today**



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