

# Talent and Incubation RFP Appendix

## Examples of Potential Grants

Below are several examples of the kinds of projects we are interested in. Examples are illustrative; they are not meant to serve as exemplars or exclude any of the creative ideas you may have.

### Example 1 - Incubation

- **Context:** A nonprofit in a state who just launched a new ESA program is interested in supporting new individualized educational models. Prior to the ESA program legislation passing, there was little or no robust school choice legislation. There are limited individualized educational options for early majority families.
- **Strategy:** To identify current educators who may be interested in launching new ideas, a local organization wants to host a series of in-person workshops that help explain the new law, the process for launching a new learning environment, expose them to other individualized environments, and help participants refine ideas they may have. They will recruit on social media and through local community organizations and hope to have 25-40 attendees at the workshops.
- **Budget:** \$20,000

### Example 2 – Incubation

- **Context:** A nonprofit in a state who just launched a universal ESA program is interested in incubating and launching microschoools targeting Hispanic families. Prior to the ESA legislation passing, there was a smaller ESA program, as well as robust charter school environment, and open enrollment. This has led to a growing number of microschoools and hybrid homeschoools, but most of which have targeted higher income families.
- **Strategy:** The nonprofit proposes to support the incubation and launch of 6-10 microschoools in a targeted geography. The participating founders will receive 10k microgrants and intensive coaching around the startup process, including negotiating a lease, purchasing equipment and curriculum materials, and recruiting families.
- **Budget:** \$150,000

## Definitions

**Individualized Education** - The purpose of education is to enable every learner the opportunity to discover how their talents and interests can create value in society allowing them to live a life of meaning and purpose. Individualized educational models move away from a "one-size-fits-all" model where each student learns the same thing at the same time.

**Education Savings Accounts** - [What is an Education Savings Account? - EdChoice](#)

**Refundable Tax Credit** - [yes. every kid. applauds Oklahoma’s monumental Parental Choice Tax Credit Act — the most expansive program in the nation - yes. every kid. \(yeseverykid.com\)](#)

**Early Majority** – For a technical definition of the Early Majority, please see. [Early Majority Theory: Stages, Examples and Types \(investopedia.com\)](#). For a more education focused understanding of who we consider to be part of the Early Majority, see below.

- **Complexity:** Currently enroll their children in full-time public or private schools. They work full time and are unlikely to commit to homeschooling their children but are open to other innovative approaches.
- **Relative Advantage:** Care about the convenience and reputation of programming that they are sending their children to
- **Compatibility** - Prepares students for 21<sup>st</sup> century world and [other things shared via survey data](#).
- **Trialability** - Have tried out innovative programs for their own children, but are likely for things that are outside core instructional areas (reading and math).
- **Observability** - Likely know people who taking part in individualized education from their community.