

2024 Spike Incubation Summer Bootcamp

This summer, Spike Lab is offering an accelerated 1:1 online bootcamp program intended to rapidly move students through the first three stages of our program. Over the course of 4 weeks, students will complete work equivalent to 4 months of our coaching program. The program is demanding, and expects 3-4 hours of commitment per day from students to do both the meeting and prework.

At the end of this process, students will have a Spike unique to them that they have tested and proven to be viable, as well as a plan for how to launch and scale it going forward. They will complete our most rigorous assessment, the Spike Defense, which provides constructive feedback and guidance for their immediate next steps.

The format of the Bootcamp:

- Week 1: Students will meet every single day for a 90 minute session, and complete roughly 90 minutes of prework between sessions.
 - At the end of week 1, after their 5th session, students will present their Story Night - which marks the end of the first stage of the program, the Founders Story.
- Weeks 2-4: Students will meet 3 times per week, with an expectation that they complete around 2 hours of prework between each session. These sessions will be more spaced out (ie MWF) in order to give students enough turn around time to complete required research and tasks. During week 2 and part of week 3, students will work toward the Spike Pitch, which marks the end of stage 2: Identification.
- The program culminates with the Spike Defense: a rigorous and in-depth assessment.
- For current Spike students, the curricular pacing can be adjusted depending on where the student is in the process

Start date: Anytime once a student's summer break begins

Who is eligible: Rising 9th graders to rising 12th graders

As with our regular Spike coaching program, students are paired with a coach who is best fit based on interests and personality, and receive all instruction 1:1. The program costs

\$6600 for 4 weeks, and includes the equivalent of 16 sessions (14 coaching sessions + Story Night and the Spike Defense). Contact lloyd@spikelab.com for more information.

FAQ

- Who is best fit for this bootcamp?

This program is a best fit for ambitious, entrepreneurial students who want to identify and launch an ambitious project this summer.

- Do I have to apply?

No. We do not require an application. However, students will have to interview with us in order to ensure the program is a good fit and for us to go through our coach matching process.

- When is the best time to start?

Students may begin anytime after their summer break starts. We recommend timing it so that this will be their primary focus for 4 weeks.

- How is this bootcamp different from regular Spike coaching?

The content of the program is the same as our regular Spike coaching program, and it is taught by our same experienced coaches. The difference comes in the format: This is an accelerated program and it forces students to move quickly with their idea. Students need to be prepared to put in the work for it if they want to move at the prescribed pace.

- Can I do something else while in this program?

Yes! Our program is designed to take up about a half-day, so it would work well paired with test prep, college applications, or another online course. If students want to put more time into the program, they can, and we can adjust to move faster in that case.

- Can I do it in-person?

If a student is local to NYC they have the option of coming into our office to meet once a week while in the program. With some coaches there is an option of coming in more frequently, but it requires an additional surcharge.

- What if my kid doesn't complete their work or move fast enough?

If students are not completing their work on time or at sufficient quality, we will contact parents early to raise the issues. If a student is not able to be sufficiently prepared for the



Spike Defense by the end of the program, they have the option of delaying the Spike Defense while they do additional prep work either independently or with additional support from their coach.

- Can I take a break during the bootcamp?

Our program is designed to build the required rapid rapport and momentum to succeed in getting a Spike off the ground, and requires a commitment to a sustained 4 week period. That said, we acknowledge that families often have many prior commitments during the summer, so we allow for 1 pause in the program. For example, a pause often means a one or two week break at some point in the middle of the program.

- What if I need to miss a session?

If students need to miss sessions during, they can reschedule those within the week, at their coach's convenience, but the sessions do not carry over to the following week.

- What if I want to continue after the end of it?

Students who finish our bootcamp have the option of continuing on into our regular program. They can choose to continue with their current coach or switch to a new coach.