



CAREER DEVELOPMENT PROJECT

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15250 Rolater Rd, Frisco, TX 75035
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I. EXECUTIVE SUMMARY



Problem Statement

Entrepreneurship in America has **always rewarded** those with a head start. Building a business requires **capital, networks, and mentors**, yet these resources are distributed **unevenly** across demographics. Immigrant high school students bear the consequences. Their challenges do not stem from a lack of **ambition or work ethic**, but rather from a lack of **infrastructure**.

No Access to Capital

Many immigrant families **cannot afford** financial risks. Without seed funding or guidance, business ideas **never** move beyond a thought and never become real businesses.

No Proper Role Models

Immigrant students **rarely encounter** founders who share their background. Without visible role models, entrepreneurship feels like something **other** people do, which feels discouraging.

No Structured Learning

Existing programs target students who **already** have networks and exposure. **None** address the specific **cultural** and **financial** context that immigrant students navigate.

Our Solution: Project Origin

Project Origin was a **free** entrepreneurship program for immigrant high school students in the **Dallas** area, running **November** through **December 2025**, consisting of **two** phases.

1

Phase 1: Bootcamp

4 days of ideation, finance, marketing, and pitching. Students received **guest lectures** from immigrant entrepreneurs, built real **business ideas**, and delivered **live pitches** at Liberty High School's auditorium. The **top 3** pitches received **real** seed funding.

Mission Statement

To expand access to entrepreneurship through structured mentorship and real-world learning, empowering individuals **regardless** of their **ORIGIN**.

2

Phase 2: VC Demo Day

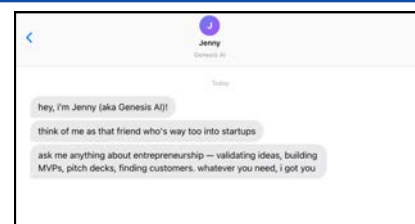
Ten immigrant student founders pitched to **Shashank Saxena**, a Sierra Ventures Venture Capitalist who sold VNDLY for **\$510M**. Mr. Saxena provided live investor feedback and maintained an **ongoing mentorship** with the top founder.

Target Audience

Immigrant high school students in the Dallas area who have the ambition to build something but lack the capital, networks, and support to **take a first step**.

Genesis AI

Genesis was Project Origin's proprietary **learning platform** with three core components: **16 structured modules** covering ideation through pitching, an **AI co-founder chatbot** styled like iMessage, and a **VC Simulation** for Demo Day prep. Built on **Agile sprints**, Genesis updated after **each bootcamp day** with real mentor inputs, evolving session by session as students used it to build, research, and refine their ideas.



Project Goals: SOAR

S

Structured Bootcamp

Providing students with a **structured, immigrant-first** bootcamp would **reduce** the friction of learning entrepreneurship.

O

Open Doors via Mentorship

Helping students **develop networks** of successful immigrant entrepreneurs provides them with **role models** and helps their **careers**.

A

Assessed Growth

Using measurable **pre- and post-targets** across knowledge, confidence, and interest would help **confirm** that Project Origin **developed** the careers of immigrant students.

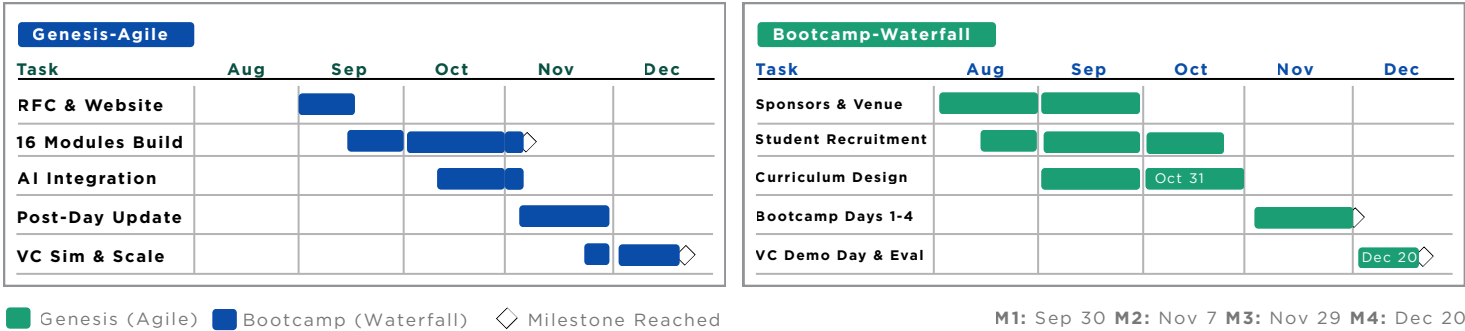
R

Reach via Genesis AI

Scaling our impact from just our bootcamp students to more learners via **Genesis**, opening that same access to students nationwide **beyond the bootcamp**.

Timeline to Reach Milestone

Two tracks ran **simultaneously** from **August through December 2025**, structured across **four** milestones. Genesis followed an **Agile** sprint cycle, iterating continuously based on mentor feedback and real student usage. The bootcamp followed a **fixed Waterfall sequence** where each phase depended on the **completion** of the one before it. This combination is known as **Scrumfall**.



Quality Management Plan

Before the program launched, we **defined four KPIs**, each tied **directly** to one of our four project goals, with **poor**, **satisfactory**, and **excellent** thresholds established in advance. Every decision made throughout execution was evaluated **against** these thresholds.

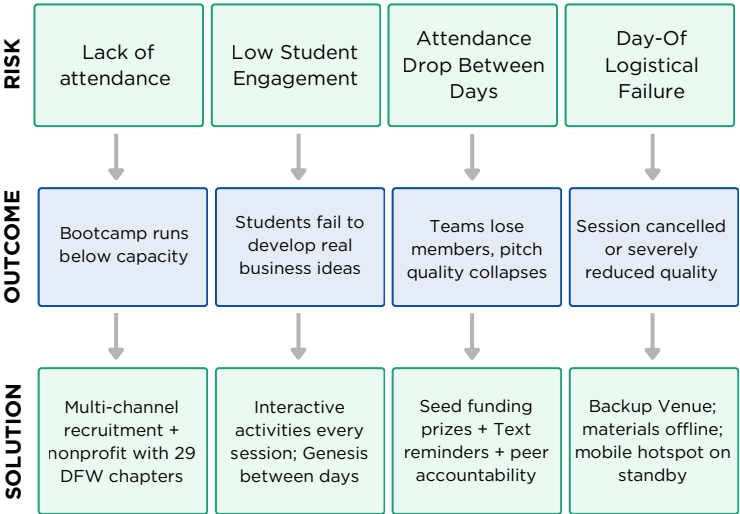
Bootcamp Enrollment	Mentors & Judges	Pre/Post Program Growth	Genesis Platform Reach
Poor: <75 Participants	Poor: <3 Professionals	Poor: <15% increase	Poor: <90 users
Satisfactory: 75-99	Satisfactory: 3	Satisfactory: 15-24%	Satisfactory: 90-499
Excellent:100+	Excellent: 4+	Excellent: 25%+ (3 factors)	Excellent: 500+

Risk Management Plan

We identified **four risks**, scored each using a **PI matrix**, and built full **mitigation** plans before a single bootcamp day ran.

Risk	Probability	Impact	PI Score
1 Lack of Attendance	2	4	8
2 Low Student Engagement	3	4	12
3 Attendance Drop	3	5	15
4 Day-of Logistical Failure	2	5	10

*PI Score was calculated by multiplying each risk's Probability rating (1-5) by its Impact rating (1-5).



Proposed Budget Plan

Item	Description	Amount
Venue	Carpenter Rec. Center 3 Days • \$150 each	\$450.00
Food	Chips, Cookies, etc.	\$80.00
Standing Poster	Display	\$100.00
Shirts	Program shirts with Sponsors for Team	\$30.00
Mentor Gifts	Gift Baskets	\$140.00
Website Domain	Website + Email	\$20.00
Big Checks	Presentation Checks	\$55.00
Rewards	Seed Funding for Winners	\$1,175.00
Genesis Upkeep	Genesis Token Costs	\$50.00
Miscellaneous	Miscellaneous	\$20.00
Total		\$2,120.00

Sponsorship Overview

Gold: \$350		Silver: \$150 - \$250	
1 Solar Solution \$350		Far East Pizza \$250	Capital Legal Services \$200
Pizza Guys \$350		hScore \$150	Curry Pizza House \$150
Bronze \$55 - \$100	Crispy Cones \$100	Appletree Flowers \$95	Johnnie Blaze \$55
GoFundMe Donations \$620		Total Raised \$2320	

Execution

The bootcamp ran across four Saturdays from November 8th through November 29th at the Carpenter Recreation Center. Each day opened with a **guest lecture** from an immigrant entrepreneur, followed by an **interactive activity**, a **presentation**, and **Genesis-supported work** time. Mentors circulated the room and sat with each group to refine ideas in real time.

Four Day Bootcamp Progression

Nov 8, 2025

Day 1: Problem & Solution

Mentor: Prithviraj Logan

>

Nov 15, 2025

Day 2: Finance & Marketing

Mentor: Ross Gillispie

>

Nov 22, 2025

Day 3: Pitch Development

Mentor: Srinivas Maram

>

Nov 29, 2025

Day 4: Pitch Competition

Judges: Maram, Logan, Arun

Students identified problems and built business ideas

Students built go-to-market and financial plans

Students built and refined full pitch decks

Top 5 pitched live to judges, top 3 received seed funding

Average Bootcamp Day

Pre-Survey	Guest Lecture	Activity	Our Presentation	Work Time + Genesis AI	Post Survey
3:00	3:05	3:25	3:35	4:15	4:55
					5:00

*Day 1 begins with Pre-Program Assessment (3:00–3:10). Day 3 closes with Post-Program Assessment instead of the post-day survey.

PHASE 5 VC Demo Day

December 20, 2025 · Zoom

Following the bootcamp, we held a Demo Day. Mr. Saxena, a Sierra Ventures partner who **sold VNDLY to Workday** for \$510M, opened with a guest lecture about his own journey as a first-generation. Then, ten teams **pitched** to Shashank Saxena, including the top 3 from the bootcamp and 7 additional **immigrant student founders** scouted nationally. Each team pitched for 10 minutes followed by **live Q&A** to an audience.

Monitoring

- **Scheduling:** Asana connected to Instagantt for live Gantt charts across both tracks. Twilio via Zapier sent automated deadline reminders.
- **Budget:** Excel tracker logged all different donations and expenses in real time. EVM is applied at each milestone to catch variances early.
- **Student Engagement:** Zapier tracked Genesis logins and triggered SMS alerts when a student went inactive.
- **Communication:** Remind app for participants, emails and group texts for mentors, email updates for sponsors.

Controlling

Attendance Dropped Between Bootcamp Days

→

Personalized Remind messages, re-emphasized seed funding prize, standardized post-session follow-ups.

Genesis API Rate Limits hit on Day 1

→

Staggered student access in real time, then increased rate limit allocation after the session

VC Demo Day Participant Dropped out

→

Sourced a replacement via LinkedIn within two days, onboarded using Genesis VC simulation

Evaluation of Key Metrics

Bootcamp Enrollment	Pre/Post Assessment Growth	Mentors & Judges	Genesis Platform Reach
113 Student Enrollment Excellent: 100+	+52% +42% +111% Knowledge Confidence Interest Excellent: 25%+ across all three	5 Industry Professionals Excellent: 4+	2,139 Total learners reached Excellent: 500+

Project Origin proved that immigrant students do not need permission to build something. They need **access, structure, and belief**. Across 113 bootcamp participants and 2,139 learners, we demonstrated that a well-designated program can **close the gap** between immigrant high school students and entrepreneurship in a way that is measurable, replicable, and scalable. The **infrastructure exists now**, so Project Origin **has closed that gap**.



A. Statement of the Problem

Every year, **thousands of immigrant students** enter American high schools carrying the same dream their families **moved countries to find**. Yet despite growing up in a country that celebrates entrepreneurship as a path to success, many of them will never have a real opportunity to pursue it. The resources that make entrepreneurship possible, **capital, networks, and mentors**, are not equally distributed, and for **immigrant high school students**, this gap is not a minor inconvenience. It is the difference between a future they can build and one that was never made available to them.

Immigrants came to America chasing the **American Dream**, and entrepreneurship has become their way of living it, making up a significant portion of America's entrepreneurs, consequently bolstering the economy as a whole. A study by **NBER** among 22 states found that immigrants comprised **24% of all entrepreneurs** in those states. However, immigrants often lack the access to entrepreneurship that non-immigrants may have. Immigrants **lack an established network** of other entrepreneurs in America, and this results in many lacking a role model. In turn, this lack of a role model, along with immigrant cultures' prioritization of stable careers, leaves many young immigrant students in a position where they **cannot safely** explore entrepreneurship.

Key Indicators: The data below from **NORC UChicago** reflects just how widespread these barriers are in the U.S. among **immigrant students** and **business owners** today.

56%

of immigrant teens cite personal finances as a top barrier

42%

of immigrant teens struggle with finding role models for entrepreneurship

59%

of immigrant entrepreneurs cite a lack of knowledge as their primary barrier to business success

Problem

Lack of Capital: Many first-generation immigrants endure financial limitations and cannot afford to take a fiscal risk to start a business/venture.

Lack of a Network: Many immigrant students are not aware of successful immigrant entrepreneurs and therefore may not have role models.

Lack of Structured Learning: Most business programs ignore the cultural and financial barriers immigrants face and are built without them in mind.

Consequence

High-quality ideas get abandoned before they can become a real business, not out of a lack of ambition or drive, but purely because financial necessity holds them back.

Without that connection, entrepreneurship never feels like an attainable path, and a major opportunity for successful immigrants to pay their guidance forward goes wasted.

Students lack the foundational knowledge or structured pathway to even begin, spending their time in programs that focus on showing rather than building skills.

The Bigger Picture: Given the **positive correlation** between **entrepreneurship** and a **country's economic health**, empowering the next generation of immigrant entrepreneurs would lead to a **stronger American economy in the long term**. By developing young immigrants' entrepreneurial careers today, we create a stronger American economy tomorrow.

"Immigrants are a driving force behind America's prosperity... These companies [founded by immigrants] generated \$8.6 trillion in revenue—an amount that, if compared with national GDPs, would rank as the third-largest economy globally."

— Nan Wu, Director of Research, American Immigration Council (2025)

B. Project Scope

Purpose: To address the challenges mentioned earlier and provide individuals with early exposure, we shifted our focus **towards immigrant high school students**. Hence, we built Project Origin with the key purpose of empowering immigrant students to become successful entrepreneurs and **kickstarting their entrepreneurial journey** by helping them build their own businesses while teaching business concepts along the way, because **doing is often the best form of learning**.

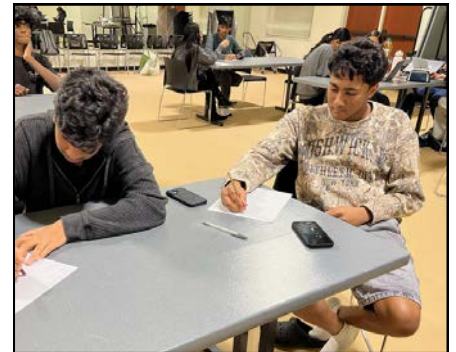
Mission Statement

To expand access to entrepreneurship through structured mentorship and real-world learning, empowering individuals **regardless** of their **ORIGIN**.

Target Audience

Immigrant High School Students who lack proper guidance and exposure.

Rationale: Many students lack the **guidance, mentorship, and exposure** needed to meaningfully explore entrepreneurship. Traditional education focuses on academic achievement but rarely teaches someone how **to pitch to an investor, build a financial model, or find a mentor** who understands why failure feels more terrifying when your parents sacrificed everything to give you this chance. Existing incubators and programs fill part of that gap, but they focus on students **who already have networks, have built for students who already have networks, and have role models**, and exist in environments where starting a company is treated as a real ambition rather than a reckless one. For immigrant students, **those conditions rarely exist**, and no program addresses that specific reality.



The three of us behind **Project Origin** know this because we lived it. As immigrant students who built an AI consulting business from scratch last summer, we spent months doing alone what could have taken days with **proper support**. We applied for **grants** without guidance, **cold-DM'ed** founders on LinkedIn without knowing what to say, and watched YouTube videos instead of **learning from someone who had actually done it**. Every resource existed somewhere. None of it was **centralized**, none of it spoke to **our experience**, and none of it was free. We built Project Origin so **other immigrant students** wouldn't have to go through the same thing.

Research by Kleinhempel et al. confirms that entrepreneurial mindsets are **not innate** but can be cultivated through **support systems** during one's youth, meaning the window to shape how a student views their own potential doesn't stay **open forever**. By focusing on **high schoolers**, Project Origin reaches **immigrant students** at a time when their **ambitions are forming**, and their futures are still wide open. The goal was never just to run a bootcamp. It was to make the immigrant entrepreneurship journey less lonely, less expensive, and less dependent on luck.

Expected Benefits:

01

Knowledge Development

Students gain foundational knowledge in ideation, financial planning, marketing, and pitching through a curriculum designed specifically for immigrant students.

02

Access to a Professional Network

Students are connected with successful immigrant entrepreneurs who have navigated the same barriers, providing mentorship and guidance that general business programs cannot offer.

03

Seed Funding for Ventures Development

Top-performing students receive real capital to begin building their businesses, directly addressing the financial barrier that prevents most immigrant students from starting a venture.

04

Long-term learning via Genesis AI

Students retain lifetime access to Genesis beyond the bootcamp, extending Project Origin's impact from just in-person participants to thousands of learners nationwide.

III. PLANNING AND ORGANIZING



A. Project Goals



Structured Bootcamp Experience

Our first goal was to design and execute a **four-day entrepreneurship bootcamp** that gave immigrant high school students practical, real-world business skills. We built a curriculum covering **ideation, financial planning, marketing, and pitching**, with mentorship from entrepreneurs who had navigated the same barriers our students face. Each day expanded deliberately on the last, moving students from no formal business experience to delivering a **fully developed pitch** in front of a panel of judges.



Open Doors Through Mentorship

To make Project Origin possible, we needed to actively recruit **immigrant high school students** while building a professional network to **support them**. This goal focused on securing sponsorships, mentors, judges, and a VC partner who could bring **real-world credibility** and **funding** to the program. We placed networking at the center of our mission because professional networks disproportionately **exclude immigrant students**, leaving them without the head start other entrepreneurs take for granted.



Assess Knowledge & Confidence

Our third goal was to ensure **every student** left Project Origin more prepared to **pursue entrepreneurship** than when they arrived. This meant establishing clear **pre- and post-program metrics** across entrepreneurial knowledge, confidence, and interest, and holding ourselves accountable to **real growth in all three**. We set minimum thresholds for each metric before the program began and iterated the curriculum continuously to meet them.



Reach Through Genesis

Our final goal was to ensure Project Origin's impact extended **far beyond** the four days of the bootcamp. We built Genesis, a proprietary **AI-powered entrepreneurship platform** with 16 structured modules and an AI co-founder trained on every mentor's insights. By opening Genesis to students beyond our bootcamp participants, we scaled Project Origin's reach from hundreds of in-person attendees to **thousands of learners** nationwide at no cost.

Building futures from every RIGIN

We named our initiative **Project Origin** to symbolize our mission to empower immigrant high school students through **entrepreneurship, regardless of their origins**. We built this program because **we experienced** the same barriers our students face. Many immigrant communities carry a **stigma** around entrepreneurship as a career path, but that stigma comes from a lack of exposure rather than a lack of ambition. **That** is the gap Project Origin exists to fill.

B. Human Resource Management Plan

Project Leadership:



ISH AGGARWAL *Project Manager (Venue & Logistics)*

- Secured both the primary and contingency venues for the bootcamp
- Reviewed Genesis modules and flagged content issues before launch
- Coordinated mentor logistics and confirmed attendance before each bootcamp day



RAYANNE NOONARI *Project Manager (Finance & Outreach)*

- Led sponsorship outreach and mentor/student recruitment, raising \$2,320
- Scouted seven immigrant student founders nationally for the VC Demo Day



NITHILAN KARTHIK *Project Manager (Tech Dev.)*

- Built the Project Origin website, all 16 Genesis learning modules, and the VC Pitch Simulation all from scratch
- Developed the Genesis AI chatbot and updated it in real time after each bootcamp day with mentor frameworks

Mentors & Judges:



ROSS GILLISPIE

Mentor (American Bank of Commerce)

- Delivered a session on financial planning and pricing strategy from **13+ years** of banking experience
- Mentored student teams on cost structures during the bootcamp



SRINIVAS MARAM

Mentor & Judge (Independent Investor)

- Delivered a session on pitch development drawn from his experience as a **real estate investor**
- Evaluated final pitches at the pitch competition



PRITHVIRAJ LOGAN

Mentor & Judge (Think Big Investments)

- Delivered the opening session on problem identification from **10+ years** in sports, real estate, and tech
- Evaluated student business ideas throughout the bootcamp



PARASU ARUN

Judge (Tata Consultancy Services)

- Evaluated student business pitches using his experience in strategy from **20+ years** of Consulting experience
- Served as backup judge for the program



SHASHANK SAXENA *Venture Capitalist Mentor (Sierra Ventures)*

- Partner at Sierra Ventures, previously sold VNDLY to Workday for **\$510M**
- Brings both the entrepreneur and investor perspective
- Evaluated student ventures and provided detailed investor feedback at the exclusive VC Demo Day

RACI Matrix:

Tasks/Activities	Nithilan	Ish	Rayanne	Tasks/Activities	Nithilan	Ish	Rayanne
Secure venue & manage logistics	I	R/A	C	Mentor management & recruitment	C	C	R/A
Find sponsorships & funding	I	C	R/A	Manage marketing & social media	I	C	R/A
Design curriculum & workshop flow	R/A	C	C	Oversee operations during sessions	R/A	R/A	R/A

R/A Responsible/Accountable
 C Consulted
 I Informed

C. Scheduling

i. Milestones

Before executing the program, we established **four milestones** that structured **every decision** we made from September through December 2025.

01

Resource Acquisition & Outreach: September

Before either track could launch, we focused on **securing everything** needed to execute the program. Rayanne **began outreach** to sponsors and student recruitment while Ish identified and **booked the venue**. We recruited mentors through **personal networks** and the Apollo CRM platform for **cold outreach**. This milestone established the financial and logistical foundation needed to move both tracks forward.

02

Platform Development & Curriculum Design: Mid-November

With resources secured, we shifted our focus to **building**. Nithilan then developed all 16 **Genesis modules** and integrated the **AI chatbot**, while Ish and Rayanne finalized the **bootcamp curriculum** and all supporting materials. Both tracks concluded this milestone simultaneously when **Genesis went live** on November 7th, and **mentors approved the curriculum**.

03

Bootcamp Execution & Pitch Competition: November End

This milestone marked the beginning of Project Origin's **actual execution**. We hosted all **four bootcamp days** and **updated Genesis** in real time after each session based on what mentors taught in the room. This milestone concluded on November 29th with the **Final Pitch Competition** and distribution of **seed funding** to the top three teams.

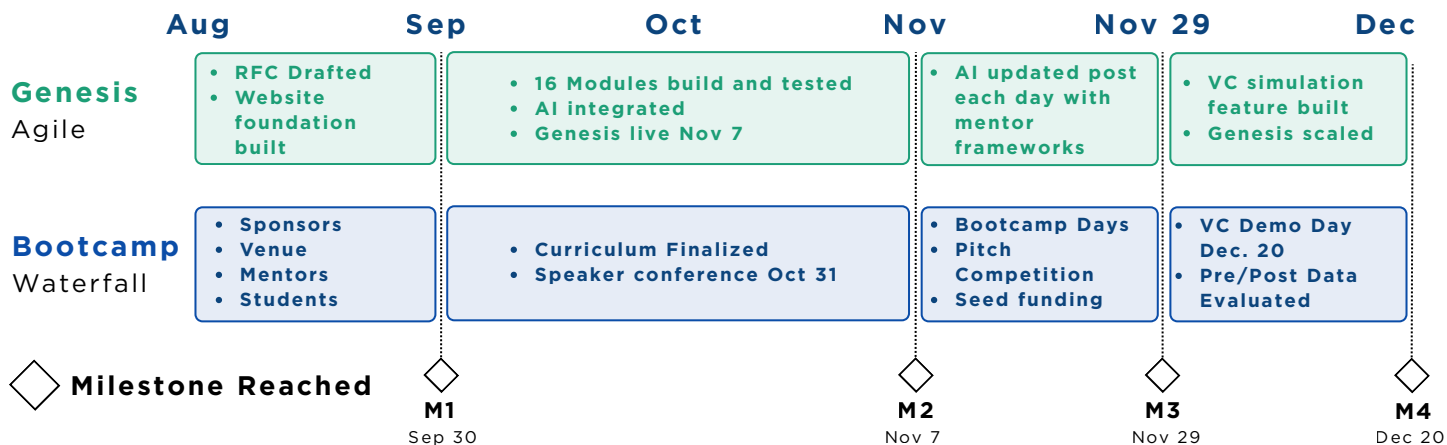
04

VC Demo Day & Program Evaluation: December

After the bootcamp, we scaled Project Origin through our **Venture Capitalist Demo Day**. Nithilan built the **pitch simulation** feature in Genesis while Rayanne scouted seven immigrant student founders operating at the national scale **via LinkedIn**. Project Origin's execution concluded on December 20th, with a Demo Day hosted by Shashank Saxena, followed by a **full evaluation** of all pre- and post-program data.

ii. Timelineto Reach Each Milestone

Two tracks ran simultaneously from **August through December** 2025 across four milestones: Genesis on **Agile sprints** and the Bootcamp on a **fixed Waterfall sequence**, converging from resource acquisition in September through the VC Demo Day in December.



D. Quality Management Plan

Before the program launched, we defined **four quality metrics**, each tied directly to one of our four project goals, with clear thresholds and **assurance, control, and improvement** procedures for each. But numbers only capture part of the story, and the **human impact** behind these metrics is what Project Origin was really built for.

Bootcamp Enrollment

Measures Goal 1 – Structured Bootcamp Experience

Poor – <75 participants

Satisfactory – 75-99 participants

Excellent – 100+ participants

ASSURANCE

Multi-channel recruitment across Instagram, LinkedIn, and in-person outreach. FAI nonprofit partnership reaching 29 DFW chapters.

CONTROL

Daily registration tracking via Google Forms. Promotional strategy **adjusted** based on real-time signup data.

IMPROVEMENT

Expanded **FAI partnership** and increased **peer-referral outreach** when early registration was below pace.

Mentors & Judges Secured

Measures Goal 2 – Open Doors Through Mentorship

Poor – <3 professionals

Satisfactory – 3 professionals

Excellent – 4+ professionals

ASSURANCE

Outreach through **personal networks** and Apollo **CRM**. Mentors evaluated on entrepreneurial **experience** and presentation **comfort**.

CONTROL

Attendance confirmed **48 hours before** each session. Content coordinated with curriculum through **virtual speaker conference**.

IMPROVEMENT

Parasu Arun secured as a **qualified backup judge** to ensure qualified evaluation regardless of last minute availability changes.

Pre/Post Assessment Growth

Measures Goal 3 – Assess growth in students' entrepreneurial knowledge, self-efficacy, & interest

Poor – <15% increase

Satisfactory – 15-24% increase

Excellent – 25% increase

*increase among each (knowledge, self-efficacy, & interest)

ASSURANCE

Four-Day curriculum covering ideation, finance, marketing, and pitching. **Genesis AI** provided support in between sessions.

CONTROL

Pre-test on Day 1, **post-test** on Day 3. **Daily check-ins** used to gauge understanding and adjust pacing in real time.

IMPROVEMENT

Refined **curriculum** and **presentations** where we identified comprehension gaps through **post-day assessments**.

Genesis Platform Reach

Measures Goal 4 – Reach Through Genesis

Poor – <90 users

Satisfactory – 90-499 users

Excellent – 500+ users

ASSURANCE

Lifetime access granted at no cost, integrated into **daily bootcamp activities** so students were familiar before it ended.

CONTROL

Zapier tracked login activity and triggered **SMS alerts** to us when a student had not accessed Genesis in some time.

IMPROVEMENT

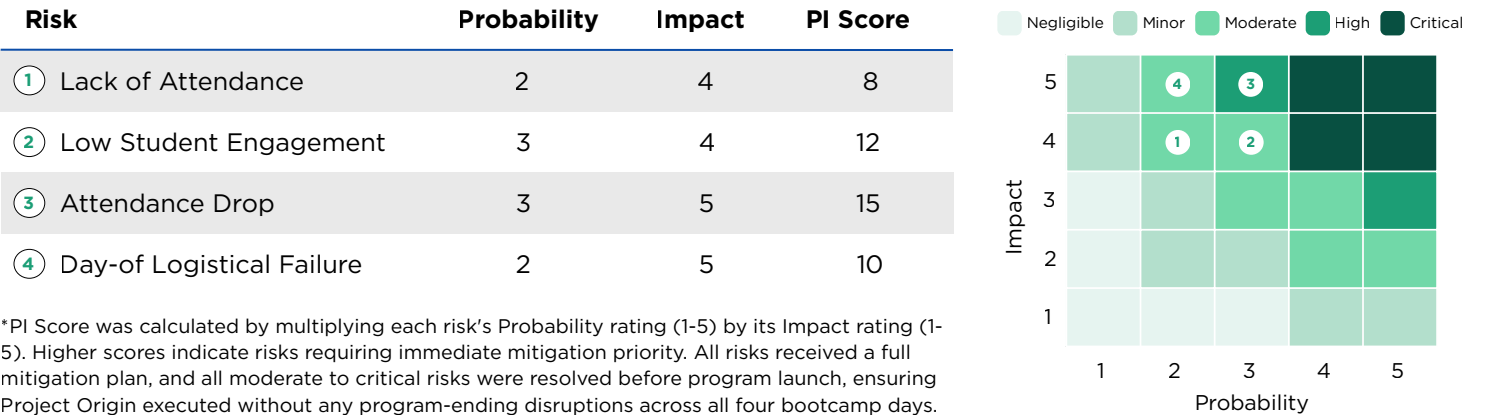
Additional **post-bootcamp modules** added based on student feedback. Genesis opened to students beyond the original cohort **nationwide**.

E. Risk Management Plan

Before the program launched, we identified **four risks** that could have **derailed execution entirely**, scored each by probability and impact using a PI matrix, and built **full mitigation strategies** for every risk before a single bootcamp day ran to **ensure smooth implementation**.

	RISK	OUTCOME IF UNADDRESSED	MITIGATION
01	Judge No-Show A confirmed judge cancels at the last minute on Pitch Day, leaving student ventures without a qualified evaluator.	Students deliver pitches without expert evaluation, undermining the credibility of the competition and seed funding decisions.	Parasu Arun was onboarded specifically as a backup judge . All judges confirmed attendance before the event.
02	Low Student Engagement Participants disengage across the four-week program, treating sessions as passive rather than hands-on learning.	Students fail to develop real business ideas, mentors waste their time, and pre/post assessment gains become statistically insignificant .	Interactive activities like Pitch in a Minute and Guess That Price built into every session, with Genesis AI keeping students actively building between workshops.

03	Attendance Drop Participants attend Day 1 but progressively drop off across the remaining three Saturdays of the bootcamp.	Teams lose members mid-program, pitch quality declines, and pre- and post-assessment data become incomplete and unreliable .	Seed funding prizes rewarded completion, while weekly Remind reminders and peer team structures created accountability across all four sessions.
04	Day-of Logistical Failure Carpenter Recreation Center closes unexpectedly , the projector fails mid-session , or the venue's Wi-Fi drops during a Genesis-dependent workshop.	An entire session becomes canceled or runs at significantly reduced quality, compressing the curriculum and leaving students unprepared for pitch day.	Liberty High School got pre-approved as a backup venue . We downloaded all session materials offline . A mobile hotspot was available as backup for Genesis access.



F. Proposed Project Budget

Budget Allocation:

Item	Description	Amount
Venue	Carpenter Rec. Center 3 Days • \$150 each	\$450.00
Food	Chips, Cookies, etc.	\$80.00
Standing Poster	Display	\$100.00
Shirts	Program shirts with Sponsors for Team	\$30.00
Mentor Gifts	Gift Baskets	\$140.00
Website Domain	Website + Email	\$20.00
Big Checks	Presentation Checks	\$55.00
Rewards	Seed Funding for Winners	\$1,175.00
Genesis Upkeep	Genesis Token Costs	\$50.00
Miscellaneous	Miscellaneous	\$20.00
Total		\$2,120.00

Funding Overview:

Gold \$350		Logo in Materials · Social Media · Attend Bootcamp · Shirt Mention (Front)	
1 Solar Solution	\$350	Pizza Guys	\$350
Silver \$150 - \$250		Logo in materials · Social Media Mention · Large Shirt Mention (Back)	
Far East Pizza	\$250	Capital Legal Services	\$200
hScore	\$150	Curry Pizza House	\$150
Bronze \$55 - \$100		Logo in materials · Social Media Mention · Small Shirt Mention (Back)	
Crispy Cones	\$100	Appletree Flowers	\$95
		Johnnie Blaze	\$55
GoFundme Donations	\$620	Total Raised	\$2320

We implemented a tiered sponsorship structure across Gold, Silver, and Bronze levels, offering sponsors increasing visibility and direct program involvement.

IV. EXECUTION



Scrumfall

Project Origin was executed using Scrumfall, a **hybrid methodology** pairing a **fixed delivery** sequence with a **continuously iterating** track: chosen because the bootcamp required **locked phases** while Genesis needed **real mentor input** after every session.

Genesis - Agile

Genesis was built using **Agile sprints**, meaning it was developed in **short cycles** called sprints where each version was **improved** based on real feedback rather than built all at once.

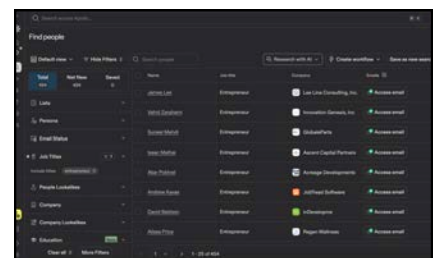
Bootcamp - Waterfall

The bootcamp followed a **Waterfall approach**, with each phase planned and completed in a **fixed sequence**, where each day built directly on the one before it.

PHASE 1 Outreach, sponsorships & Recruitment

August - September 2025

Outreach: Before either track could launch, we needed **funding**, a **venue**, **mentors**, and **students**. Rayanne led sponsorship outreach through **door-to-door visits** to local businesses and targeted **Apollo CRM campaigns**. Nine local sponsors committed to the program, and a GoFundMe campaign promoted on social media raised additional community donations. **In total, we raised \$2,320**, which covered all program costs and provided real seed funding to winning teams, keeping the bootcamp completely free for all participants.



Apollo CRM Leads Dashboard

Venue: Ish was responsible for securing the venue. After contacting multiple libraries, community centers, and private offices across the DFW area, he secured the **Carpenter Recreation Center in Plano** for three bootcamp days at a nonprofit rate of **\$150 per day**. Liberty High School was also secured with permission from the school administration as a **contingency venue**.



Mentors: For mentors, Rayanne reached out through **personal networks** and cold outreach **using Apollo CRM**. We selected mentors based on three criteria: real entrepreneurial **experience**, comfort **presenting** to a large audience, and a **personal connection** to the immigrant experience. Ross Gillispie, Prithviraj Logan, Srinivas Maram, and Parasu Arun became our mentors and judges. Shashank Saxena was secured separately as the venture capital partner for the **post-bootcamp Demo Day**.

Recruitment: For student recruitment, **Rayanne** ran a marketing campaign across Instagram and LinkedIn that generated over **110,000 impressions and 15,000 views**. We also partnered with **FAI**, a nonprofit that distributed program information across its **29 DFW chapters**, which significantly expanded our reach. Ish visited local schools with high immigrant student populations and coordinated with counselors to get information directly to target students. Students registered through a simple Google Form with no barriers to entry.

PHASE 2 Building Genesis and Designing the Curriculum September - November 2025

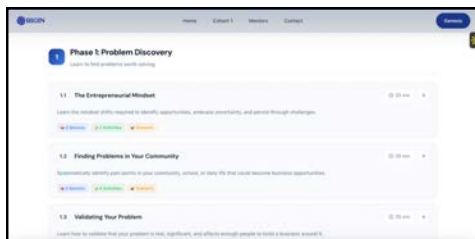
Both tracks launched in September. Nithilan began building Genesis using an **Agile sprint methodology** while Ish and Rayanne designed the **bootcamp curriculum**. What happened inside each bootcamp session directly shaped the next version of Genesis, making the two tracks **interdependent**.

RFC: The first thing Nithilan did was not write code. He wrote a **Request for Comments (RFC)**, a technical document that outlined what Genesis would be, how it would be built, and the reasoning

4 P'S OF MARKETING		
P	Description	Example
Product	What you're offering & how it solves a problem	Eco-friendly water bottle
Price	What customers will pay & why it's worth it	\$15 for reusable design
Place	Where customers find it	Campus bookstore / Instagram
Promotion	How you spread the word	Reels, posters, pop-ups

Day 2 curriculum slide.

behind every major decision. Nithilan shared the RFC with Ish, Rayanne, and all mentors for feedback **before development began**. Three decisions emerged from that process. Mentor Ross Gillispie noted that Genesis AI needed to offer **immigrant-specific guidance** rather than generic advice, which shaped the model's training. Mentor Srinivas Maram recommended that Genesis align directly with **each bootcamp day** rather than run a separate curriculum, so Nithilan restructured **all 16 modules**. Ish and Rayanne flagged that without **API token limits**, the program could not sustain usage costs, so Nithilan implemented per-user limits before launch.



Genesis Modules

quiz questions that were corrected before launch.

Genesis Modules: With the RFC finalized, Nithilan **built all 16 Genesis modules** covering the full entrepreneurship journey from problem identification and business model design through financial modeling, marketing, and investor relations. Each module included a **video lesson, guided reading, and a quiz**. Ish reviewed the first eight and **flagged several** for assuming prior knowledge immigrant students may not have, then helped revise those questions. Rayanne reviewed the eight **poorly worded**

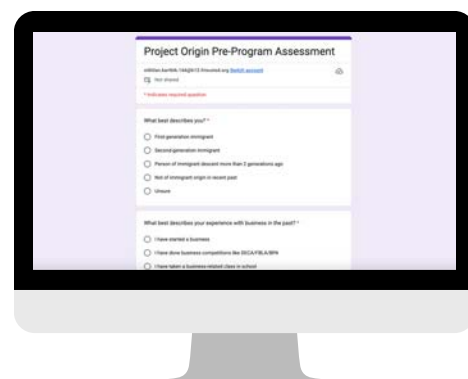
Curriculum: At the same time, **Ish and Rayanne** built out lesson slide shows, pitch deck templates, business model canvases, and pre- and post-program assessments for each bootcamp day. All materials were reviewed by mentors before they were finalized.

PHASE 3 Final Preparations

Early November 2025

Genesis Launch: With the modules complete and the curriculum finalized, both tracks entered their **final week of preparation** simultaneously. Nithilan integrated the **Genesis AI chatbot** directly into the Project Origin website alongside the learning modules, training it on the bootcamp curriculum and insights from successful immigrant entrepreneurs. We embedded the **pre-program assessment** into the Day 1 registration flow, and we scheduled the post-program assessment for Day 3. On November 7th, Genesis went live.

Mentor Prep: On **October 31st**, we hosted a Zoom call with all four confirmed mentors. Each mentor confirmed their curriculum section, submitted a content overview to Ish for review, and was **briefed on logistics**, including arrival times and dress code.



Pre-Program Assessment

PHASE 4 The Bootcamp

November 8 — November 29, 2025

Each day of the bootcamp **followed a similar structure**: we opened with a **guest lecture** from an immigrant entrepreneur, then a fun, interactive **activity** that built directly on the mentor's teaching. After the activity, we delivered **detailed presentations** to convey key topics. Students then moved into **Genesis-supported work time**, where our team and the immigrant entrepreneur mentor circulated the room and sat with each group to refine ideas in real time. Lastly, students completed a **Post-day survey** providing feedback on the day as a whole, which was crucial to our **Agile methodology**. We edited the next day's content based on feedback.

Day 1 - Ideation and Problem Identification

November 8 | Carpenter Recreation Center

Pre-Program Assessment (3:00 — 3:10): As students began to trickle in, we ensured that every participant completed the **Genesis Pre-Program Assessment** to establish individual and group baseline metrics across entrepreneurial knowledge, confidence, and interest.

Guest Lecture (3:10 — 3:25): After the assessment, mentor **Prithviraj Logan** delivered a guest



lecture on how to identify meaningful problems and transform them into real business solutions, drawing from 10+ years across sports, real estate, and tech.

Interactive Activity (3:25-3:35): To make Mr. Logan's ideation insights more relatable, we then led the **interactive activity "Problem Roulette"** with the room, calling out everyday scenarios and giving students 60 seconds to identify the core problem and pitch a one-sentence business solution. We scored each response on a scale of 1-20, and perfect scores won candy.

Our Presentation (3:35 — 4:15): We then shifted back from the fun activity to learning through our presentation. Our team walked students through what makes a problem worth solving from a business standpoint. We introduced the Problem → Solution → Value framework to **map problems directly to solutions**, then closed by covering B2C, B2B, and B2B2C business models so every student understood how their idea would **reach a paying customer**.



Work Time (4:15 — 4:55): After our presentation, we gave students time to apply what they learned. First, students **brainstormed ideas** that they faced in their everyday lives. With the assistance of the team and Mr. Logan, who were all walking around, students moved on to build viable solutions. Students utilized Genesis AI to conduct **market research on existing solutions to problems**. All students walked away with problem statements, descriptions of their solutions, and business models all planned out.

Post-day survey (4:55 — 5:00): We concluded with a **post-day survey** where students gave **feedback** on what they did/did not understand and how they felt about the day overall.

Genesis Update (Post-Day 1): We added Mr. Logan's **ideation frameworks** into Genesis, completing the **first Agile sprint**: as mentor insights **became the next version** of the platform.

Day 2 - Finance and Marketing

November 15 | Carpenter Recreation Center

Guest Lecture (3:00 — 3:20): To begin with, **mentor Ross Gillispie** delivered a session on **financial planning**, explaining how he manages his business finances, analyzes costs, and makes strategic decisions as both a **banker** and an **entrepreneur**. He also shared how he marketed his own brand and built customer trust over time.



Activity (3:20-3:30): To reinforce these concepts, students played "**Guess That Price**," in which they predicted the actual costs of everyday business expenses and product components. This activity helped them better understand **pricing, expenses, and profit margins** in a practical, engaging way.

Our Presentation (3:30-4:00): In our **Agile sprint review**, Day 1's feedback flagged that **many students did not understand target-audience concepts**, so we began Day 2 by addressing the customer persona gap directly. We then moved on to explaining **marketing principles**, including the 4 Ps: Product, Price, Place, and Promotion. Students learned how to turn the 4 Ps into a **concrete go-to-market plan using the STP framework**: Segmentation, Targeting, and Positioning. We then shifted the focus to financial planning, teaching students the difference between **fixed and variable costs and why** that distinction matters. Key terms such as expenses, revenue, and profit were explained thoroughly.



Work Time (4:00-4:55): Based on our presentation, students began creating **full Go-To-Market plans** using the marketing principles taught. They referred to their work from the previous day, identified their customer, and built the marketing plan accordingly. Then they moved on to **creating financial plans**, during which they used Genesis extensively to estimate values such as burn rate and cost runway.

Post-day survey (4:55 — 5:00): We concluded with a **post-day survey** where students gave feedback on what they did/did not understand and how they felt about the day overall.

Genesis Update (Post Day-2): That evening, Nithilan added Ross Gillispie's **financial planning methodology** into the Genesis AI based on the cost-structure framework he walked students through during the session.

Day 3 - Pitch Development

November 22 | Carpenter Recreation Center

Guest Lecture (3:00-3:20): On our final learning day, mentor Srinivas Maram, who is both a technology entrepreneur and a real estate investor, spoke with students about how to **effectively communicate and present a business idea**. He shared his journey of turning an idea into a successful venture and discussed how **strong presentation skills**, such as storytelling, clarity, and confidence, can elevate any pitch.



Activity (3:20-3:30): To practice their presentation skills, students engaged in the interactive activity **"Pitch in a Minute"**, where students pitched a simple pen to Mr. Maram and the participants in a minute. The top 5 students with the **best pitches**, according to Mr. Maram, won candy.

Our Presentation (3:30-4:00): Following the **Waterfall sequence**, students could only reach pitch development because Day 1 produced problem statements and Day 2 produced financial and marketing plans. Without either, Day 3 had nothing to build on. We opened with a **recap** connecting all three sessions before **shifting focus** to translating ideas into a **visual presentation**. We started with common pitch deck mistakes so students knew what to avoid, then taught the **Hook-Story-Ask method** for structuring **compelling narratives** and walked through a recommended template slide by slide: intro, problem, solution, market size, business model, go-to-market strategy, competitors, team, financials, and the ask.

Work Time (4:00-4:50): Students used design principles to transform the raw templates into compelling pitch decks, with Genesis AI constantly **providing feedback** and generating visual ideas throughout. The team and Mr. Maram walked around to reinforce key concepts taught **across all 3 days** and to ensure students **applied their learning** in their pitch decks. After completing their decks, students were instructed to submit by **11:59 PM on November 27th** to be considered for the pitch competition.

Post-Program Assessment (4:50-5:00): As the final day of learning came to a close, students completed the post-program assessment, which measured the exact **same variables** and questions as the pre-program assessment to ensure **continuity** throughout data.

Genesis Update (Post Day-3): That evening, we incorporated Mr. Maram's **pitch structure principles** into the Genesis AI. We had now trained the AI on the real insights of every mentor in the program. Genesis had now evolved from a generic learning platform to one shaped by **real-world immigrant-entrepreneur knowledge**.

Day 4 - Final Pitch Competition

November 29 | Liberty High School Auditorium

Selection: Before the final day, our team and mentors **reviewed all submitted pitch decks** from November 25th and selected the **top 5** groups to advance to the live competition.

Competition: The **five finalists** took the stage at **Liberty High School's auditorium** in front of **100+** family members, friends, and bootcamp participants, delivering pitches that validated the **Waterfall sequence**, with every layer of Day 4 dependent on the outputs of the three days before it. Each pitch represented weeks of work, real business ideas, and strong founder conviction among all participants. Judges evaluated each team on **market viability, financial soundness, and founder conviction** before deliberating and selecting the **top 3 teams**. To close out the program, every participant received lifetime access to Genesis for continued learning and business development beyond the bootcamp.



1ST PLACE

Roshan Arai

SwimSense AI

\$1,000 • Mentorship with Srinivas Maram • VC Pitch

2ND PLACE

Rhea Pujari

NextDoor Digital Marketing

\$100 • VC Pitch Opportunity

3RD PLACE

Ritika Singh & Alina Ji

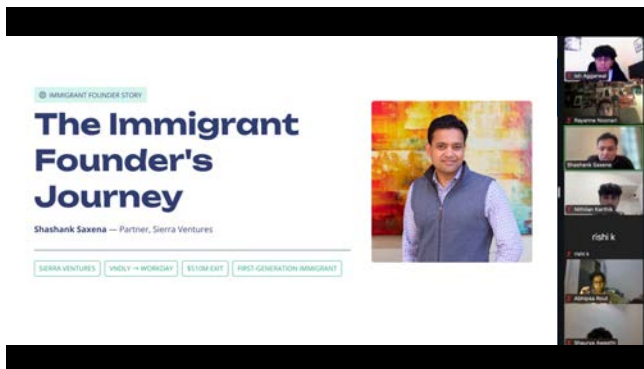
Sweetly Unique

\$75 • VC Pitch Opportunity

PHASE 5 VC Demo Day

December 20th, 2025

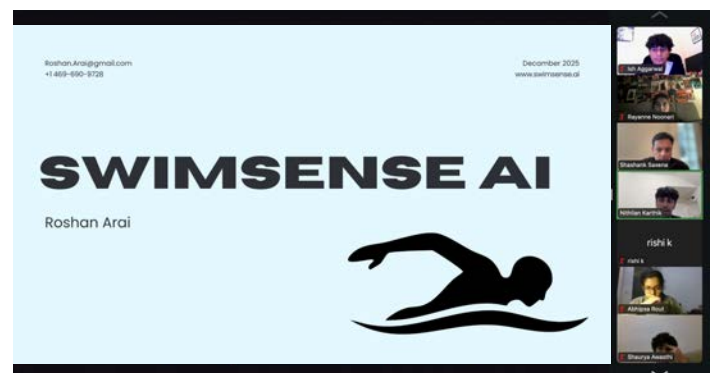
Setup: After Pitch Day, **Rayanne and Ish** identified that the top three teams had **genuine founder potential** that deserved more. They connected them with seven additional **high-potential immigrant student founders** they scouted through LinkedIn. Simultaneously, Nithilan built a **VC simulation feature** into Genesis that allowed all ten founders to practice investor pitches and receive AI feedback before the event. We then hosted an exclusive **Demo Day**, the Waterfall's final phase which was dependent on **every bootcamp's output before it**, where the 7 scouted students and our three teams pitched to Shashank Saxena, a **VC at Sierra Ventures**.



Opening Remarks: The Demo Day was held on Zoom, deliberately structured as a **professional investor environment**. Mr. Saxena opened by sharing his own story. He talked about how, as a first-generation immigrant, he had once been in a situation **similar to that of the students on the Zoom**. He went from **nothing**: coming here as an undergraduate student, to **something**: being a Project Manager at Kroger, to **everything**: building VNDLY from scratch and selling it for **\$510 Million**. He also gave students advice on what they could be doing right now to become

successful immigrant entrepreneurs, as well as what sets a successful founder apart from his perspective as a VC.

Pitches: Next, each of the 10 teams **pitched for ten minutes in front of Saxena and 92 others**, including Project Origin participants, friends, and immigrant entrepreneurs, who attended to observe the investment evaluation process firsthand. **A live Q&A** followed every pitch. **Mr. Saxena pushed founders** on their assumptions, questioned their market sizing, and challenged whether their solutions were defensible. He did not soften his feedback for a high school audience.



Key Outcome: **Roshan Arai's first-place pitch** was the standout. SwimSense AI lets swimmers record themselves, upload footage, and receive a **fully personalized training routine** generated through computer vision, covering practice structure, exercise, and diet. Roshan used ideation frameworks from Day 1 to address a genuine gap with his product. Serious competitive swimmers without access to high-end coaching had no structured alternative, and Roshan understood this. The conversation **continued after the session ended**, and Mr. Saxena has maintained an **ongoing mentorship relationship** with Roshan since. For a student who had never formally pitched a business idea, that relationship is exactly what **Project Origin was built to create**.

V. MONITORING & CONTROLLING



A. Monitoring

Scheduling: To stay on track, we used Asana, a **project management task-tracking tool**, to assign tasks, set deadlines, and monitor progress across **both tracks simultaneously**. Every major deliverable, from Genesis module development to bootcamp preparation, was **assigned** to a team member **with a due date**, ensuring we made no mistakes as both tracks ran in parallel. We connected **Asana** to a software called **Instagantt**, which automatically generated a live, interactive Gantt chart that provided a visual overview of how the two tracks were progressing relative to each other throughout the project. To further automate accountability, we connected Asana to the texting service Twilio via Zapier (an automation tool) which triggered automated text message reminders when deadlines were approaching or tasks hadn't been completed on time.

ACTIVITY	ASSIGNED	SW	START	END	STATUS	%
Track 1 - Genesis Platform						
1. RFC drafted	Completed	10/24	10/24	10/24	Completed	100%
2. Website built	Completed	10/24	10/24	10/24	Completed	100%
3. Modules 1-8 built	Completed	10/24	10/24	10/24	Completed	100%
4. Modules 9-18 built	Completed	10/24	10/24	10/24	Completed	100%
5. AI reader integrated	Completed	10/24	10/24	10/24	Completed	100%
6. AI updated post Day 1	Completed	10/24	10/24	10/24	Completed	100%
7. AI updated post Day 2	Completed	10/24	10/24	10/24	Completed	100%
8. AI updated post Day 3	Completed	10/24	10/24	10/24	Completed	100%
9. AI updated post Day 4	Completed	10/24	10/24	10/24	Completed	100%
10. AI updated post Day 5	Completed	10/24	10/24	10/24	Completed	100%
Track 2 - Bootcamp						
11. Resource acquisition and...	Completed	10/24	10/24	10/24	Completed	100%
12. Curriculum and materials...	Completed	10/24	10/24	10/24	Completed	100%
13. Virtual speaker conference	Completed	10/24	10/24	10/24	Completed	100%
14. Day 1 Mission	Completed	10/24	10/24	10/24	Completed	100%
15. Day 2 Finance and Marketing	Completed	10/24	10/24	10/24	Completed	100%
16. Day 3 Pitch Development	Completed	10/24	10/24	10/24	Completed	100%
17. Day 4 Pitch Competition	Completed	10/24	10/24	10/24	Completed	100%
18. AI Update Day	Completed	10/24	10/24	10/24	Completed	100%

Asana Task List on Instagantt

Communication

Participants

The Remind app was used to send text updates with timely reminders, schedule changes, and instructions.

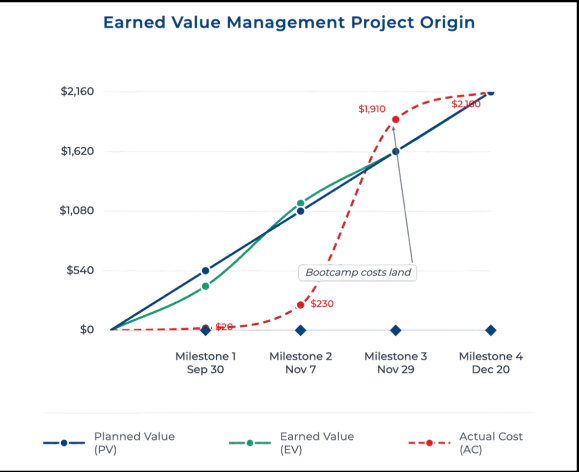
Mentors

Emails and group texts were used to send updates well in advance of each bootcamp day.

Sponsors

Email updates outlined how sponsors' contributions were being allocated and invited them to attend in-person.

Budget: We monitored budget performance using a **detailed Excel tracker** that recorded all donations, sponsorships, and expenses in real time. Excel allowed us to maintain **visibility into available funds** and **allocate resources** efficiently across all aspects. Rayanne reviewed the budget before each workshop day to ensure spending aligned with project goals and constraints. This monitoring process kept spending **aligned with our goals** and allowed us to **catch variances early** and adjust plans instantly. With a total of \$2,320 raised and \$2,160.74 spent, Project Origin finished with \$159.26 remaining, which we will use to continue running the Project Origin website and Genesis AI. Our actual spending came in \$40.74 over our proposed budget of \$2,120.00.



Earned Value Management chart tracking Planned Value, Earned Value, and Actual Cost across all 4 Project Origin milestones.

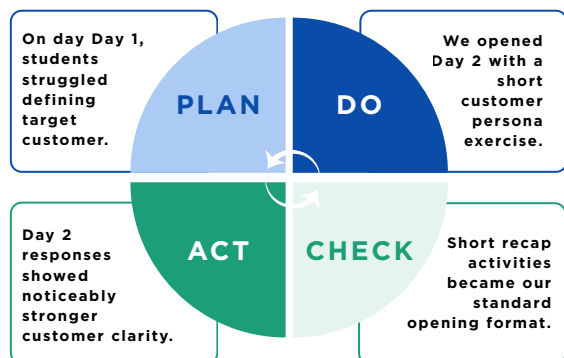
Item	Description	Vendor Information	Cost	Count	Total cost
Venue	Hall	Plano Carpenter Recreation Center	\$150	3	\$450
Food	Chips	Sam's club	\$4.48	6	\$26.88
	Cookies	Sam's club	\$19.93	3	\$59.79
	Lemonade	Sam's club	\$4.48	3	\$13.44
	Disposable	Walmart	\$13.51	1	\$13.51
Standing Posters	Display Event with Sponsors information	Amazon	\$74.68	1	\$74.68
Clothing	Custom Printed Sponsor shirt	Michael's	\$10.81	3	\$32.44
Gifts	Gift Basket for Mentors and volunteers	Sam's club	\$37.86	4	\$151.44
Website	Domain	GoDaddy	\$19.99	1	\$19.99
	Genesis Token Costs	Anthropic	\$45.15	1	\$45.15
Giant's Check	Reward's Big check	Amazon	\$49.21	2	\$98.42
Rewards	Prize Money	Winners	\$1,175.00	1	\$1,175.00
Final Total					\$2,160.74

Detailed budget allocation table showing itemized expenses, vendor information, unit costs, and total spend across all program categories.

We also utilized **Earned Value Management (EVM)** to monitor our budget throughout the project. At its core, EVM measures the value delivered relative to what we planned and what we spent at any given point in the project. By comparing these three numbers at each milestone, we could determine at a glance whether we were **over budget, under budget, or right on track**. EVM helped us identify financial variances early and make informed, data-driven adjustments **before they escalated into larger issues**, ensuring that spending remained aligned with our goals.

Project Quality:

Bootcamp Quality: To ensure the quality of each bootcamp session, we ran **daily PDCA cycles throughout execution**. Before each bootcamp day, we reviewed **session objectives**, and after each session, we **gathered feedback** from students and mentors to adjust pacing and content for next time. Google Forms handled registration and Pre/Post assessments, while we stored all lesson materials, slides, and activity guides in **shared folders** for accessibility.



PDCA Cycle for Day 1

Student Engagement Quality: To monitor **engagement** beyond live sessions, we set up an automation in Genesis that **tracked activity** and alerted the team when a student had not logged in for a set number of days. This automation allowed us to **identify disengagement early** and follow up before it affected their progress.

Genesis Quality: For Genesis, quality was monitored through the **Agile sprint review process** where Ish and Rayanne tested each batch of modules and flagged issues before they went live. This ensured that no student-facing content was published without being **reviewed by someone** other than the person who built it.

B.Controlling

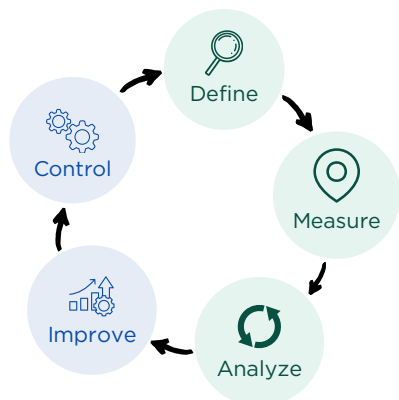
Issue	Response
1 Genesis API Rate Limits Hit on Day 1 Too many students accessed Genesis simultaneously , slowing the platform and temporarily limiting AI responses mid-session, preventing some students from using it.	Nithilan identified the issue in real time and staggered Genesis access across student groups. After the session, he increased the rate limit allocation and optimized request handling. Genesis ran without interruption for all remaining days.
2 VC Demo Day Participant Dropped Out One of the seven founders Rayanne had scouted withdrew less than a week before the event, leaving a gap in the lineup Shashank Saxena was expecting to evaluate.	Rayanne immediately sourced a replacement through LinkedIn. Within two days she had onboarded a high-potential immigrant student founder who prepared their pitch using Genesis's VC simulation feature before December 20th.

PRIMARY ISSUE

Attendance Dropped Between Bootcamp Days

This was our primary issue. It involved **multiple root causes** and required a structured intervention, which is why we applied the **Six Sigma DMAIC framework** to resolve it and prevent further drop-off across the remaining sessions.

6σ. Six Sigma DMAIC Framework



- D** Attendance dropped after Day 1. Since each day built on the one before, absent students fell behind and weakened their teams heading into the pitch competition.
- M** We tracked attendance across all four days, comparing Day 1 registration against Day 2 and Day 3 turnout to quantify the drop-off and identify who hadn't returned.
- A** Root causes included underestimating the four-Saturday commitment, lack of post-Day 1 accountability, and insufficient communication about how much each day depended on the previous one.
- I** We sent personalized Remind app messages to absent students, re-emphasizing the seed funding prize as a completion incentive, and restructured reminders to explicitly communicate what students would miss.
- C** We standardized post-session follow-ups and maintained an attendance log flagging absent students so every one received a direct outreach from the team.

VI. CLOSING THE PROJECT



A. Evaluation of Key Metrics

To evaluate Project Origin's effectiveness, we **compared our final results against the Key Performance Indicators (KPIs)** established in our Quality Management Plan before the program's start. Nithilan conducted Data analysis in Python to ensure accuracy across all pre- and post-program assessments. **Every KPI reached the excellent tier.**

Bootcamp Enrollment

Target: 100+ Students · Excellent: 100+

Tracked via: Google Forms

Excellent

113 Students

We enrolled **113 participants against a target of 100**, placing us firmly in the excellent tier. The multi-channel recruitment strategy combining Instagram, LinkedIn, in-person school outreach, and the FAI nonprofit partnership proved more effective than anticipated, particularly the peer referral component, which drove a significant portion of late registrations.

Pre/Post Assessment Growth

Target: 25%+ relative increase across all three variables · Excellent: 25%+

Tracked via: Google Forms pre- and post-program assessments, analyzed in Python.

Excellent

3X Targets Hit

Knowledge

+52%

*relative increase

Pre 6.2
Post 9.4

Confidence

+42%

*relative increase

Pre 2.6
Post 3.7

Interest

+111%

*relative increase

Pre 1.8
Post 3.8

Based on comparisons between baseline and post-bootcamp assessments, participants demonstrated a 52% relative increase in **entrepreneurial knowledge**, a 42% relative increase in **confidence**, and a 111% relative increase in **entrepreneurial interest**, all **well above** the excellent threshold of 25%. Both assessments included a 10-question knowledge section and a five-point Likert scale (knowledge: 6.2→9.4; confidence: 2.6→3.7; interest: 1.8→3.8), administered on Day 1 and Day 3. The 111% increase in interest was particularly meaningful because it suggests that **exposure to immigrant entrepreneurs** as role models shifted how students viewed entrepreneurship as a viable path for someone with their background.

Mentors and Judges Secured

Target: 4+ professionals · Excellent: 4+

Tracked via: Virtual speaker conference attendance and day-of confirmation

Excellent

5 Industry Professionals

We secured **5 industry professionals**, including Ross Gillispie, Prithviraj Logan, Srinivas Maram, Parasu Arun, and Shashank Saxena, **surpassing our target of 4 and placing us in the excellent tier**. Every mentor brought a personal connection to the immigrant experience, meaning students were learning from people who had navigated the same cultural and financial barriers they faced.

Genesis Platform Reach

Target: 500+ users · Excellent: 500+

Tracked via: Google Analytics - unique user sessions across all 16 Genesis modules

Excellent

2,139 total learners reached

Genesis reached **2,139 total learners** through a combination of in-person bootcamp participants and students who accessed the platform independently after the program. This placed us **well above the excellent threshold of 500 users** and demonstrated that the platform was genuinely useful beyond the bootcamp's four days. The **Zapier automation** that tracked login activity and triggered alerts for disengaged students proved effective in maintaining post-bootcamp engagement.

Human Impact

The numbers and KPIs confirm that Project Origin worked. But data only captures what changed measurably. It does not capture what it felt like for a student to realize, for the first time, that entrepreneurship was **actually a path available to them**. As immigrant students who built this program because we lived the same barriers, watching that shift happen in real time was the part **no metric could measure**.



“ I always wanted to get into entrepreneurship but never knew where to start. Project Origin made finance and marketing concepts I’d been struggling with much easier. ”

Mateo Novoa
Project Origin Participant, High School Sophomore



“ Genesis’ AI cofounder feature helped me improve when my pitch didn’t hold up, and the whole program felt built for someone in my exact situation. ”

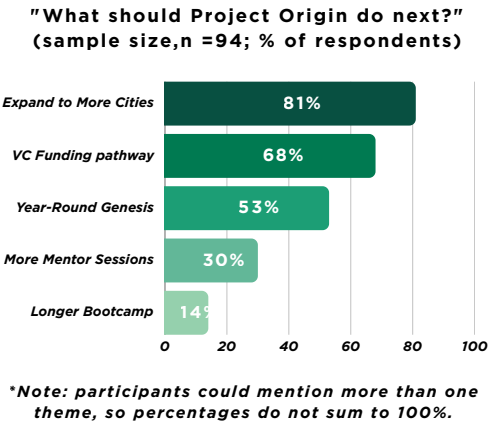
Milan Barasa
Project Origin Participant, High School Freshman

B. Lessons Learned

PHASE	Success	Difficulty	Lesson Learned
Initiating	Securing four mentors , nine sponsors, and two venues before launch gave both tracks a stable foundation from day one.	Mentor and sponsor outreach started too late, forcing last-minute adjustments when commitments landed close to launch.	Starting stakeholder outreach four weeks earlier with hard deadlines would have kept the timeline stable from the start.
Planning & Organizing	A multi-channel recruitment push and FAI partnership brought in 113 registrants , clearing our enrollment target before launch.	Students often showed up unclear on logistics , eating into instruction time and pushing the team to improvise each session.	A pre-session checklist sent 24 hours out would have kept logistics clear and protected instruction time each day.
Execution	Daily PDCA cycles and real-time Genesis updates kept the platform current and mentor frameworks fresh after every session.	Inconsistent early attendance tracking made it hard to spot drop-off patterns and apply clean PDCA cycles from the start.	Formalizing attendance tracking from day one would have made every PDCA cycle more evidence-based throughout.
Monitoring & Controlling	Zapier and Asana-Instagantt kept both tracks visible in real time, from student engagement to task completion.	Parallel tracks stretched attention thin, and issues like the API rate limit spike surfaced later than they should have.	Assigning dedicated ownership per track would have caught and resolved issues faster than shared monitoring allowed.

C. Recommendations for Future Projects

In our post-program assessment, we asked an **open-ended question** about what Project Origin should do next. We received 94 responses, **coded into five themes**, and the three principal recommendations below reflect where Project Origin has the **strongest foundation for growth**.



1

Expand into a National Chapter Network

Project Origin should expand into a **national chapter network** by training leaders across the U.S. to help young immigrants build businesses, aiming to reach **over 3,000 students annually** in 15 to 20 cities within three years and become the premier entrepreneurship program for immigrant high schoolers in America.

2

Build a Structured VC Pipeline

Project Origin should build a **structured VC pipeline** in which top pipeline in which top graduates complete an investor-readiness track on Genesis, refine their pitches through an AI-powered VC simulation, and earn **warm introductions to VC partners**, providing the program with a **direct mechanism for turning ideas into funded ventures**.

3

Scale Genesis into a Larger Platform

Genesis should evolve into a larger entrepreneurship education platform with more **personalized learning paths** and **community features**, including forums, blogs, and a mentor and peer-to-peer communication section that allows immigrant student founders to **connect with each other and mentors nationwide**.

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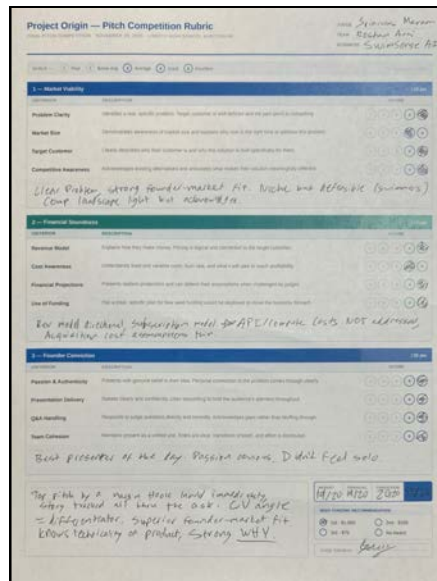
VIII. APPENDIX



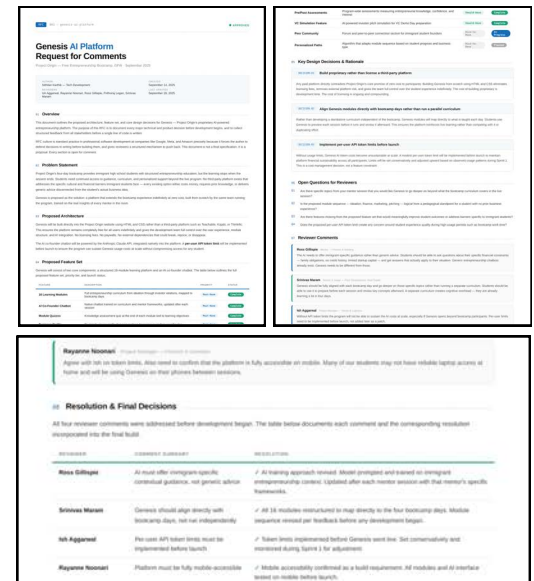
Letter of Endorsement - Gopal Ponangi, Former Frisco ISD Board



Pitch Competition Rubric - Srinivas Maram



Genesis AI - Request for Comments (RFC) Document



Gopal Ponangi, Former Member of the **Frisco Independent School District Board of Trustees**, formally endorsed Project Origin as a program worthy of **recognition**, support, and replication, citing its statistically **significant impact** on immigrant students and the exceptional professionalism with which it was executed.

Pre-Program Assessment



Post-Program Assessment



Genesis AI Video Demo

