

YOUR TEEN DOESN'T NEED ANOTHER CLASS.

THEY NEED TO LAUNCH SOMETHING REAL.

A 10-week virtual accelerator where entrepreneurial teens build a real brand, a real online presence, and the confidence to keep building — with expert coaching, done-for-you creative execution, and guided AI exposure. A premium, small-cohort experience designed to produce real outcomes, not just learning.

FOR FAMILIES
INVESTING IN
***FUTURE-READY
FOUNDERS***

**10**

WEEK PROGRAM

13–17

AGES

Small

COHORT SIZE

\$3,200

FOUNDING RATE

THE PROMISE

WHAT THIS PROGRAM ACTUALLY GIVES YOUR TEEN

Most entrepreneurship programs stop at ideas. Launchpad builds. While your teen is being coached through founder thinking, our agency team is simultaneously producing their brand identity, landing page, and launch assets. They don't just learn, they ship something real. And the skills they develop, communication, follow-through, strategic thinking, AI fluency, transfer far beyond whatever business they build in these 10 weeks.

100%

VIRTUAL

2–3 hrs

PER WEEK

8+

DELIVERABLES

Week 10

PITCH NIGHT

THE TRANSFORMATION

WHAT ACTUALLY CHANGES IN YOUR TEEN OVER 10 WEEKS

These are not just skills they'll use in business. They are habits of mind and communication they will carry into every room they walk into.

From 'I have an idea' to 'I can explain it clearly.'

They learn how to turn vague ideas into a specific offer they can describe in one or two sentences, in a way that sounds like them — not a textbook. By week 4 they know what they're selling, who it's for, and what it costs.

From avoiding feedback to using it.

They practice being coached, hearing hard questions, and adjusting their idea without shutting down or losing confidence. This is one of the most valuable things they take away — the ability to receive input and keep going.

From consuming content to creating it.

They go from scrolling other people's work to publishing their own: a landing page, launch assets, and content that represents their actual business. The shift from passive to active is visible and permanent.

From curious about AI to confident using it with judgment.

They use AI to brainstorm, research, and draft — but learn how to edit outputs, preserve their own voice, and make final decisions themselves. They leave knowing the difference between using a tool and letting a tool use them.

From 'I'll start someday' to showing up weekly.

They experience what it means to commit to a process, follow through week after week, and see something through to a real launch. That experience of finishing something real is worth more than any certificate.



THE CURRICULUM

THE 10-WEEK JOURNEY — WHAT HAPPENS AND WHAT YOU'LL NOTICE

Each week has a live session, a clear focus, and a set of action steps. Here's what your teen is doing — and what you'll likely notice at home.

WEEK 1 · FOUNDER IDENTITY + IDEA

Chooses their business idea using guided prompts and light AI brainstorming. Commits to the concept they're most excited to

Parents will notice:

You'll notice them talking more specifically about their idea — less 'I want to do something with social media' and more 'I want to help local boutiques with their Instagram.'

WEEK 2 · CUSTOMER CLARITY

Learns who they're building for. Has at least one real customer conversation. Uses AI-assisted prompts to turn observations into insight.

Parents will notice:

You'll notice them asking questions about other people's problems instead of just talking about their own idea.

WEEK 3 · BRAND IDENTITY

Our creative team presents logo concepts, color palettes, and visual direction. They explore brand voice with AI-supported tagline ideas they then edit to sound like themselves.

Parents will notice:

You'll notice a shift in their confidence — something that was just an idea now has a name and a look.

WEEK 4 · OFFER + PRICING

Turns the idea into something sellable: a clear offer with a specific price. Learns how to explain it with confidence using AI to pressure-test versions.

Parents will notice:

You'll notice them saying things like 'I charge X for Y' — they have an actual product now.

WEEK 5 · ONLINE PRESENCE

Landing page moves from draft to live. Finalizes copy with AI as a writing assistant they learn to direct and edit. Maps out a simple content plan.

Parents will notice:

You'll notice them sharing a real link. Something they built is now on the internet.

WEEK 6 · CONTENT + COMMUNICATION

Creates first content pieces. AI helps generate options; they practice editing everything to stay on-brand, human, and true to their voice.

Parents will notice:

You'll notice them thinking about audience — who they're talking to and what those people actually care about.

WEEK 7 · LAUNCH PLANNING

Sets a launch date and builds a step-by-step plan. AI-assisted checklists pull brand, page, and content into a real schedule.

Parents will notice:

You'll notice more planning behavior — they're mapping out steps, not just dreaming.

WEEK 8 · PITCH + REFINEMENT

Practices the pitch and learns to handle objections. Uses AI as a rehearsal partner while coaching builds their ability to respond with their own thinking.

Parents will notice:

You'll notice they can now explain what they built to anyone — confidently and clearly.

WEEK 9 · LAUNCH WEEK

Goes live with real-time support from the team and cohort feedback. AI tools help track questions and generate follow-up ideas.

Parents will notice:

You'll notice a new kind of energy — something they made is out in the world.

WEEK 10 · PITCH NIGHT + NEXT 90 DAYS

Presents what they built to the group and to guests. Creates a 90-day action plan with team support.

Parents will notice:

You'll notice they already know what comes next. They don't need you to figure it out for them.

THE RIGHT FIT

WHO THIS IS FOR, AND WHO IT ISN'T

Launchpad is selective by design. Not every teen is ready for this kind of commitment, and that's okay. Being honest about fit protects your investment and your teen's experience.

THE RIGHT TEEN FOR LAUNCHPAD

- ✓ Has business ideas, creative ambition, or genuine founder energy
- ✓ Ready to commit 2–3 focused hours per week — not just occasionally
- ✓ Open to feedback, coaching, and adjusting their approach
- ✓ Wants to build something real, not just add a line to a resume
- ✓ Doesn't need everything figured out — just the drive to build and learn
- ✓ Ages 13–17, no prior business or tech experience required

THIS IS NOT THE RIGHT FIT IF...

- ✗ They are not willing to commit 2–3 focused hours per week consistently
- ✗ They only want a resume line, not to actually build something
- ✗ They are looking for a purely academic or exam-oriented program
- ✗ The parent wants to lead the project rather than support the teen
- ✗ They are looking for a fully self-paced, drop-in experience



YOUR ROLE

WHAT YOUR ROLE IS AS A PARENT

Your job:

Enroll your teen, help protect the weekly time on their calendar, encourage them when the work feels stretching, and show up to Pitch Night. That's it.

What you don't need to do:

Design the brand, write the copy, build the site, understand AI, or become the project manager. We handle all of that. Your teen is in good hands.

How we keep you in the loop:

Optional info sessions before the cohort begins, email updates throughout, and a Pitch Night at week 10 where you see everything your teen built — live.

What the experience teaches them about you:

That you invest in their growth, trust them with real challenges, and don't need to rescue them from the hard parts. That matters more than you might think.

THE INVESTMENT

WHY THIS IS WORTH A PREMIUM INVESTMENT

Concrete proof of initiative.

They won't just say they're interested in entrepreneurship — they'll have a real brand, a live website, and a pitch they've delivered. That is a fundamentally different kind of evidence on a college application or in an interview than a certificate or a class grade.

Skills that transfer, not just a project.

Clear communication, the ability to receive and act on feedback, follow-through, and comfort with modern tools — these are the skills that matter in every future they might choose. Launchpad develops all of them inside a real-world context.

Agency-level execution behind them.

You're not paying for seat time. You're paying for a guided build with a professional creative team behind your teen's work. The brand they receive would cost thousands of dollars in the open market. The landing page would too. They get both.

FAQS

QUESTIONS PARENTS ACTUALLY WRESTLE WITH

My teen has ideas but struggles with consistency. Will they keep up?

Consistency is exactly what Launchpad builds. The program is structured so that each week's commitment is clear and manageable — about 2–3 hours. Many teens who describe themselves as inconsistent rise to the challenge when the work feels real and the support is present.

What if my teen gets stuck or loses confidence in their idea?

Getting stuck is part of the process. Our coaches are experienced in helping teens pivot, refine, and rebuild confidence without losing momentum. Week 4 often feels like the hardest — and it's also where the biggest breakthroughs happen.

We're cautious about AI. How do you make sure it doesn't replace their thinking?

That's exactly our concern too. Every AI exposure in the program is guided, purposeful, and followed by a step where the teen edits, questions, or improves what the tool produced. They learn to use AI like a skilled assistant — not a ghostwriter.

How does this fit around school and activities?

It's designed to. At 2–3 hours per week, it's less time than most extracurriculars. Sessions are virtual, so there's no commute. Most teens schedule it like any other weekly commitment and find it energizing rather than draining.

What if my teen is more creative than 'business-y'?

Creative teens often thrive here because Launchpad leads with brand, story, and voice — not spreadsheets or financial models. Many of our best outcomes come from teens who would describe themselves as artists or creators first.

Is this still worth it if they don't run the business long-term?

Yes. The program is not really about whether the business succeeds. It's about who your teen becomes in the process: clearer, more confident, more capable of finishing things they start. Those outcomes are permanent.

NEXT STEPS

How to apply

The founding cohort is intentionally small. Every participant receives close, thoughtful support from day one. Here's how to move forward.

01 EMAIL US.

Send a note to hello@thevibecurator.co with the subject line: Launchpad Application. Tell us a little about your teen — their age, what they're interested in building, and why this feels like the right time.

02 WE'LL FOLLOW UP.

We review every inquiry personally and will respond with next steps, availability, and answers to any questions. No automated funnels.

03 OPTIONAL INFO SESSION.

If you'd like to learn more before committing, we offer optional informational sessions where you can hear more about the program, ask questions, and get a feel for the team.

04 SECURE YOUR SPOT.

Founding cohort spots are limited and filled on a rolling basis. Once we've confirmed it's a strong fit, you'll receive enrollment details and payment options.

If your teen has been talking about starting something — or already building in the background — this is the structure, creative firepower, and guidance to help them actually launch it.



CONTACT:

✉ hello@thevibecurator.co

🌐 launchpadnextgen.com