M.O.B AGENCY PRESENTS

The M.O.B STEAM Program

Young people learning to build like operators through science, technology, engineering, arts and money.

S T E A M

M = MATH, TAUGHT AS FINANCIAL LITERACY

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masteringourbusiness.com

01 Two weeks per subject. A new season every 12 weeks.

Every student uses all five parts of STEAM to build and run a real company, serve a real business and graduate with proof.

EVERY 12-WEEK SEASON

S	T	E	A	M	★
WK 1–2	WK 3–4	WK 5–6	WK 7–8	WK 9–10	WK 11–12
Science	**Technology**	**Engineering**	**Arts**	**Money**	**Championship**

Science
Experiments, data and testing ideas with real people.

Technology
Spreadsheets, code, sensors, cameras and AI as one tool among many.

Engineering
Designing, prototyping and building things that work.

Arts
Brand, design, film, music and storytelling.

Math = Money
Budgeting, pricing, profit, saving, credit, taxes and investing.

Championship
All five combined into one project, presented live.

EVERY STUDENT WALKS OUT WITH

01 REAL-WORLD PROJECT

02 PERSONAL MONEY PLAN

03 FILMED 60-SEC PITCH

04 THE PLAYBOOK, FREE

02 What makes our STEAM program different

Other programs do one of these pieces well. The M.O.B STEAM Program is the only program we know of that puts all six in one place.

1 · A real company every season

Teams test it in Science, build its tools in Technology, prototype it in Engineering, brand it in Arts and run the money in Math.

2 · Real businesses, real impact

Season projects serve local shops, family businesses and nonprofits, and the partner confirms what they got.

3 · Students make their own media

With MOB TV, teams film Leverage Room style episodes with local founders: camera, sound, story and editing.

4 · The M.O.B STEAM League

Schools compete all season on one leaderboard, ending in a live Championship filmed like a broadcast.

5 · Legacy Night

Families come in and get the Playbook, and a family business or side hustle can be a team's partner.

6 · Graduates come back as leaders

Top graduates return as junior facilitators and paid interns for the next cohort.

The result: a portfolio, a certificate, a money plan and a real business that says the student helped. That is proof, not participation.

03 Four brand-new seasons a year

Same rhythm, new theme, new lessons, new games, new project. A student can stay all year and never repeat a game.

Build the Brand 01

THEY BUILD A product or service business, with the Leverage Playbook

FINALE Audit a real local business and pitch it

Grow It 02

THEY BUILD A food or wellness brand: soil science, smart gardens, grow towers

FINALE A student pop-up market

Game On 03

THEY BUILD An indie game studio or esports team

FINALE A League tournament and pitch at a gaming event

Lights, Camera, Legacy 04

THEY BUILD A media company or record label

FINALE A premiere night of their episodes

MONEY SKILLS, BY SEASON

Season 1
Pricing, profit, breakeven, business credit

Season 2
Cost vs. price, supply and demand, saving goals

Season 3
Contracts, sponsors, taxes, a first paycheck budget

Season 4
Royalties, splits, ownership, credit, investing

Next year's season bank: Space and flight · Fashion and design · City builders · Health and fitness · Music production · Cars and clean energy

04 Every block has a game and a build

Every game runs in person and virtually, and at least one per block needs no devices.

Season 1 · Build the Brand

GAME → BUILD

S	**Hypothesis Hustle**	Blind product vote, charted → a problem statement from 10 interviews
T	**4 Hours or 4 Seconds**	Hand vs. tool race → their first AI helper
E	**Bricks vs. Blueprint**	No plan vs. plan → a system map of their company
A	**Prompt Like a Director**	Brand visuals and Hot Seat interviews → brand kit and a mini episode
M	**Breakeven Market**	Play-money pop-up → price sheet, budget, breakeven

Season 2 · Grow It

GAME → BUILD

S	**Soil Detectives**	pH-test soil samples → a grow experiment and data log
T	**Sensor Showdown**	Code a moisture sensor → a plant monitor
E	**Tower Challenge**	Recycled-material grow towers → a working prototype
A	**Label Lab**	Design and vote on labels → a label and recipe video
M	**Farmers Market Day**	Buy, grow, sell with play money → crop budget and savings plan

Season 3 · Game On

GAME → BUILD

S	**Reaction Lab**	Ruler-drop reaction tests → a lab report
T	**Bug Hunt**	Fix a broken game → their own playable mini game
E	**Cardboard Arcade**	Build controllers and cabinets → an arcade prototype
A	**Mascot Draft**	Pitch and draft mascots → team brand and hype video
M	**Rookie Contract**	Taxes, bills and what's left → a first paycheck budget

Season 4 · Lights, Camera, Legacy

GAME → BUILD

S	**Sound Lab**	See sound waves → a sound and light experiment
T	**One-Take Challenge**	30-second scene, one take → a 60-second edited video
E	**Set Builder**	3-point lighting from lamps → a mini studio set
A	**Hot Seat + Beat Round**	Interviews and music → a full episode
M	**Split Sheet**	Negotiate song splits → a save-and-invest plan

EVERY SESSION, EVERY SEASON

Money Minute
One real-life money question to open.

STEAM Lightning
Fast trivia to close.

Hire Your AI
Technology weeks.

10x Stress Test
Week 11, before the finale.

05 One curriculum, three sizes

45–60 MIN
Spark
Assemblies and keynotes. One STEAM block, one game, a Money Minute. Up to 300.

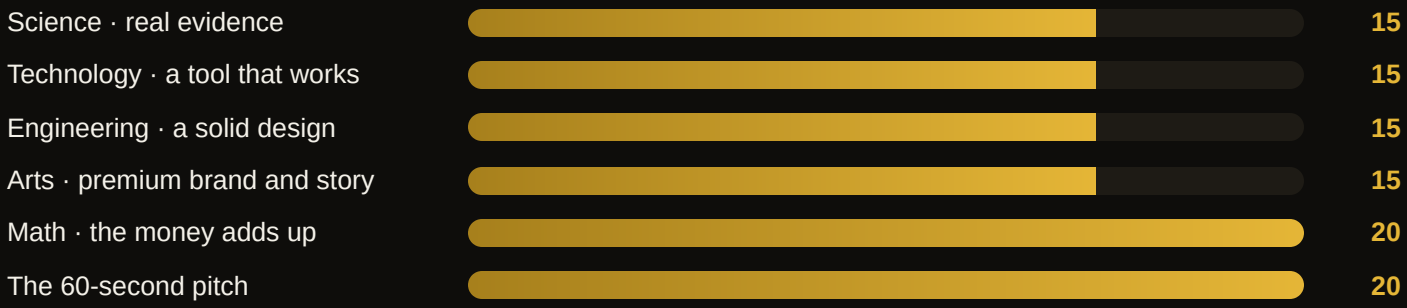
3–4 HOURS
Lab
Workshop days and camps. One game from every block and a mini Championship. 15 to 60.

12 WEEKS
Series
After-school and partners. A full season, then a new one. 10 to 30.

	IN PERSON	VIRTUAL
Teams	Tables of 4 to 5	Breakout rooms of 4 to 5
Building	Cards, cups, cardboard, kits	Shared whiteboards and sheets
Competing	Live scoreboard on the projector	Live quiz app and a shared scoreboard
Showing work	Present at the front	Screen-share or hold it up to the camera

06 The Championship

Every season ends live in front of families, partners and funders, filmed by MOB TV. Judged on all five:



07 Built to win contracts and funding

Every cohort is measured the same way, so each run makes the next contract easier to win.

THE MOGUL METRIC IMPACT REPORT

Skills gained

STEAM and money quiz in Week 1 and Week 12.

Real-world impact

What each partner business got, confirmed by them.

Work produced

Experiments, prototypes, episodes, budgets, pitches.

Confidence

"I can build a business." "I belong in tech." Before and after.

Family reach

Legacy Night attendance and Playbook downloads.

Pathways

Graduates who return, land internships or launch.

Where it fits: after-school enrichment, career and technical education, youth workforce readiness, entrepreneurship, digital literacy and corporate community giving.

WHO WE'RE BUILDING IT WITH

Schools, youth programs, nonprofits, local businesses and community partners across metro Atlanta. Every season is designed to plug into the programs you already run.

08 Free to every student. Paid for by partners.

One site, 25 students, five teams. Families never pay.

$0	12	25	3
COST TO FAMILIES	WEEKS PER SEASON	STUDENTS PER SITE	FORMATS: SPARK, LAB, SERIES

SPONSOR PACKAGES

Student

One student for a season. Name on the Championship wall.

Team

A team of five. Their business becomes the team's project, plus a filmed feature.

Season

A full site season. "Presented by" on everything and a MOB TV episode.

Championship

Naming rights, stage time and the broadcast film.

GET INVOLVED

- ☐ **Schools and youth programs:** host a Spark, a Lab day or a full season
- ☐ **Local businesses:** become a team's real-world partner for a season
- ☐ **Sponsors and funders:** cover a student, a team, a season or the Championship
- ☐ **Families:** join us at Legacy Night and get the Playbook free

Let's talk: masteringourbusiness.com/steam · info@masteringourbusiness.com · (248) 508-4706