



# Career Relaunch: Entrepreneurship Essentials

## Overview

**NFTE Career Relaunch** is designed to teach adults the essentials of entrepreneurship. If you're unemployed, underemployed, or concerned about your financial security, this free program can put you on track to relaunch your career. Whether you want to develop an idea and launch a business or simply learn to think like an entrepreneur, this **free online course** will show you how to take ownership of your future. The course is self-paced but most can complete it in two weeks. You'll be prompted to think creatively about the skills and talents you can leverage to build a career. You'll also learn about doing market research, refining your business plan, funding a startup, and promoting your business.

## Program Details

- Self-paced, online course now being offered free to the public
- Covers 14 essential lessons in entrepreneurship
- Can be completed in approximately two weeks

### Be Prepared to Deliver an Investor Pitch

- Use the lean business model canvas to ideate and test a potential business opportunity using lean startup methodologies.
- Develop business plan artifacts, an executive summary, and slide deck to help you present your business opportunity.
- Top businesses may be able to compete for seed capital from real funders by presenting at Investor Panels. Check with your sponsoring community organization.

### Be Supported by the Business Community

- Get full access to NFTE's virtual speaker series, where you can hear leading voices from business and industry as well as successful entrepreneurs, many of whom are alumni of NFTE programs, address topics of interest.
- Course participants may be able to sign up for additional coaching opportunities with volunteer business plan coaches who can provide feedback on business plans. Check with your sponsoring community organization.
- Course participants may also be able to get feedback from expert judges during business plan and pitch competitions. Check with your sponsoring community organization.

### Career-Readiness

NFTE Career Relaunch enhances career readiness in three ways.

### Project Portfolio

By the time you finish the course you'll have completed a basic lean business model canvas (the equivalent of an agile business plan) and developed a complete business presentation with a supporting slide deck.

### Enhanced Employability Skills

The course is designed to help you discover and cultivate a set of skills NFTE calls the entrepreneurial mindset. Mindset growth is evaluated through the NFTE Entrepreneurial Mindset Index (EMI), a proprietary tool that provides a formative assessment of noncognitive skill growth.

### Technical Skills

Develop and enhance numeracy and financial literacy—hard skills you need to succeed in today's complex economic environment.



## Course Content

- **Developing an Entrepreneurial Mindset**

Learn what it means to think like an entrepreneur and discover your unique entrepreneurial potential. Learn how entrepreneurs use lean startup practices to manage risk and use human-centered design thinking to identify business ideas that solve customer wants and needs.

- **Testing an Opportunity**

Brainstorm business ideas, learn the difference between an idea and a true business opportunity, validate your business idea and turn it into a business opportunity by analyzing its strengths, weaknesses, opportunities and threats, and create a market research plan for testing your assumptions.

- **Building a Competitive Edge**

Test your assumptions about your business opportunity's value through customer feedback and use a competitive matrix to determine what your unfair advantage may be within your industry.

- **Creating Your Biggest Fans**

Assemble a marketing plan and customer profiles for key customer segments. Identify channels to reach those customers and establish key metrics to measure the effectiveness of these channels.

- **Making a Profit**

Learn about expenses and how to perform a profit per sale analysis to help predict overall profitability. Learn how to calculate markup in a distribution channel, calculate burn rate, and perform a break-even analysis against ongoing fixed expenses.

- **Financing a Startup**

Identify debt and equity options entrepreneurs can pursue to gain financing, learn about ways to leverage technology as alternative means to financing a business, and analyze the pros and cons of different sources of startup funding.



## Learn More

To offer NFTE Career Relaunch through your organization, contact us at (212) 232-3333. To enroll in the NFTE Career Relaunch program yourself, visit [www.nfte.com/relaunch](http://www.nfte.com/relaunch)

**“NFTE taught me how to create something from nothing. I learned that I can create my own opportunities and I can be an innovator.”**

— Anthony Halmon, NFTE Alumnus

