



## **BizCamp™:** *Business Ideation and Crafting the Pitch*

### **Overview**

This out-of-school program delivers NFTE's award-winning curriculum, activating students' entrepreneurial mindset while they learn the fundamentals of entrepreneurship and create and pitch original business plans.

### **Program Details**

#### **Program Requirements and Recommendations**

- Grades 7-12
- Multi-week implementation; 80 hours of instruction
- Student application required; limited space available

#### **Student Pitch Competition**

- Students create an original business plan, individually or with a partner. Students prepare and pitch for prize money.
- Top teams compete to participate in NFTE's National Youth Entrepreneurship Challenge.

#### **Instructor Information and Volunteer Support**

- This program is taught by senior educators from NFTE's Entrepreneurial Teacher Corps.
- Volunteer business plan coaches work with students throughout the camp to refine their business plans.
- Expert judges provide feedback and evaluation during student business plan competitions.
- Guest speakers provide a critical link to real-world business insights.

#### **NFTE Career-Readiness Measures and Certification**

Student career readiness is measured on the three dimensions that the Association for Career and Technical Education (ACTE) uses to evaluate career readiness:

##### **Academic and Technical Skills**

Student learning demonstrated through business plan, pitch deck, and presentation

##### **Employability Skills**

Entrepreneurial mindset evaluated through performance tasks, NFTE Pitch Competition, and NFTE's Entrepreneurial Mindset Index (EMI), a formative assessment of students' noncognitive skills



## Program Content

- **Developing an Entrepreneurial Mindset**

Students learn the value of entrepreneurship to the economy, characteristics of successful entrepreneurs, how to be entrepreneurial within established organizations, and how entrepreneurship can help address social challenges.

- **Opportunity Recognition and Market Analysis**

Students learn the distinction between a business idea and a business opportunity, and how to evaluate opportunities using market research and data analysis.

- **Competitive Analysis**

Students explore the concepts of supply and demand and direct and indirect competition, and they learn how to develop competitive pricing and a competitive advantage.

- **Delivering Value to Customers**

Students identify a target market, develop an understanding of their customer needs, and learn how to deliver and communicate value to customers.

- **Business Model**

Students learn about channels of distribution, intellectual and human resources, business operations, and various business legal structures.

- **Financial and Expense Management**

Students develop models related to cost of doing business, expense management, revenue streams, and sales projections, as they explore business financing options and how to use financial analysis.

- **Operating the Business**

Students examine best practices for managing the business, record-keeping, and accounting, while learning about how government regulations and taxes influence business.



## Contact Us

For more information about bringing this program to your community, email [ProgramInquiry@nfte.com](mailto:ProgramInquiry@nfte.com).

**“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, Chicago, 2011*

