



# Entrepreneurship 2: *From Concept to Business Launch*

## Overview

In this advanced entrepreneurship course, students deepen the development of their entrepreneurial mindset while refining their business models, developing their products or services, and mastering sales and marketing, finance, and small business management skills. Students compete for startup capital and prizes locally, regionally, and nationally. Upon completion of Entrepreneurship 2, students are prepared to take the Certiport Entrepreneurship and Small Business (ESB) certification exam. Both the course and the certification exam are aligned to the [Common Career Technical Core Standards for Business Management Administration](#) and the [National Content Standards for Entrepreneurship Education](#).

## Program Details

### Program Requirements and Recommendations

- Grades 10-12
- Full-year course implementation
- Pre-requisite: Owning Your Future or NFTE-approved equivalent

### Student Investment Pitch Competition

- Students create an investment deck and use lean startup methodologies to test and refine their lean business model canvas and MVP prototype. Students prepare and pitch for investment funds.
- Top teams move on to regional competitions, with a chance to qualify for NFTE's National Youth Entrepreneurship Challenge.

### Volunteer Support

- Student businesses benefit from guidance from industry business advisors through the course of the year.
- Students practice their entrepreneurial mindset through interactions with volunteer Investment Pitch advisors, and judges, drawn from NFTE's network of successful founders and business people.

### 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 Skills

Validated lean business model canvas, business plan artifacts and investor pitch slide deck assessed through teacher and judge rubrics

#### Employability Skills

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

#### Technical Skills

Certiport-aligned quarterly exams and Certiport Entrepreneurship and Small Business certification



## Program Content

- **Introduction to Entrepreneurship 2**  
Students participate in a series of challenges that require them to work as a team to solve complex problems. Students reflect on the entrepreneurial skills they used in the experiential activities and their opportunities for growth.
- **Achieving a Product-Market Fit**  
Students work collaboratively to develop an MVP. They get out of the building and conduct A/B testing with potential customers to validate product-market fit. Students also work on product development and positioning.
- **Designing a Business Model**  
Students conduct online research and get out of the building to learn about distribution channels, internal resources, and external partnerships that could benefit their business. Students also learn about and consider how to structure their business in order to optimize performance of key activities.
- **Utilizing Digital Marketing and Sales**  
Students learn about selling strategies. They develop a website and social media campaign to market their business and, as appropriate, sell their products.
- **Planning for Business Operations**  
Students learn about human capital, intellectual property, basic record keeping, and basic accounting. Students consider the importance of ethics and how they can create socially responsible, sustainable businesses.
- **Financing a Startup**  
Students develop financial ratios and a projected income statement for their business. Students learn about boot-strapping, crowdsourcing, and using loans to finance new businesses. Students also learn about credit scores.
- **Investor Pitch Competition**  
Students use their lean canvas, business plan artifacts, and MVP to put together an investor pitch deck. Students prepare and pitch to investors in competitions.
- **Managing a Small Business**  
Students learn about human resources, government regulations, and taxes relevant to their business and how to comply in preparation for the ESB certification exam.

## NFTE's Entrepreneurial Teacher Corps: Professional Development and Benefits

- Face-to-face curriculum training ("NFTE U"), leading to Certified Entrepreneurship Teacher (CET) certificate
- Quarterly in-person Professional Learning Communities
- Monthly Professional Development Webinars
- Model Teacher Challenge Competition and other leadership opportunities
- Annual Teacher Summit
- Online access to all instructional and training materials through NFTE's learning management system
- Other support services

## Contact Us

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

