



Entrepreneurship Essentials:

Flexible and Modular Content

Overview

NFTE's Entrepreneurship Essentials is a flexible, modular approach to NFTE's year-long Entrepreneurship 1 course for semester and infused courses. By taking a flexible approach to entrepreneurship, students can learn about thinking and acting entrepreneurially within any other career field. This course is 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 9-12
- Flexible implementation for either a semester-length course or infused with another curriculum

Student Pitch Competition

- Students use the lean business model canvas to ideate and test a potential business opportunity using lean startup methodologies.
- Students develop business plan artifacts and executive summary to support their opportunity. They then pitch their opportunity to a panel expert judges for the chance to win funding.
- Top teams move on to regional competitions, with a chance to qualify for NFTE's National Youth Entrepreneurship Challenge (*Note that if students qualify for further rounds of competition, they will need additional support from their teacher to prepare.*)

Volunteer Support

- Volunteer business plan coaches work with students 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

Teacher Support

- Teachers participate in two days of in-person, pre-service training and receive on-going professional development opportunities throughout the academic year

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

Completed lean business model canvas and fast pitch slide decks assessed through teacher and judge rubrics

Employability Skills

Entrepreneurial mindset evaluated through performance tasks, NFTE Fast Pitch Challenge, and NFTE's Entrepreneurial Mindset Index (EMI), a formative assessment of students' noncognitive skill growth over the experience

Technical Skills

Content-focused pre and post assessments



Program Content

- **Developing an Entrepreneurial Mindset**
Students learn what it means to solve problems like an entrepreneur. They learn how entrepreneurs provide business solutions to problems held by individuals.
- **Testing an Opportunity**
Students learn about the difference between an idea and a true business opportunity. Instruction takes students through the process of validating their business solution through market research with an emphasis on lean startup methodologies.
- **Building a Competitive Edge**
Students assemble competitor profiles and a competitive matrix to determine their unfair advantage with their industry.
- **Creating Your Biggest Fans**
Students look at the importance of assembling a marketing plan and approaches to assembling customer profiles for their main customer segments. With a focus on modern and cost-effective strategies, students put together their planned channels to customers and the key metrics they will use to measure the effectiveness of these channels.
- **Making a Profit**
Students learn about the various expenses incurred by a business and how entrepreneurs do an analysis of profit per sale to help predict the overall profitability of the business itself. This unit teaches students how to calculate markup in a distribution channel, their profit per sale after their variable expenses, and a break-even analysis against their ongoing fixed expenses.
- **Fast Pitch Competition**
Students use their lean canvas and business plan artifacts to put together an opportunity pitch deck. Students prepare and pitch their potential business opportunities to judges in competitions.



Contact Us

For more information about bringing this program to your community, email 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

