Introduction

Program Year: 2019-2020

Olivia Lam, Development Director
OliviaL@nfte.com
• **Mission**: NFTE (Network for Teaching Entrepreneurship) activates the entrepreneurial mindset and builds startup skills in youth from under-resourced communities to ensure their success and to create a more vibrant society.

• **Target Audience**: youth ages 11-18 from under-resourced communities

• **Partners**: districts with free and reduced lunch (FRL) eligibility rate of 51%+, majority of partner schools average 70%-80% FRL rates; community-based organizations

www.nfte.com
Why NFTE?

The future of work is entrepreneurial.....

- 90% of employers identify entrepreneurial skills as very important
- 65% of the jobs children entering school today will do ...do not exist yet
- 1 in 3 U.S. employers want to hire people with entrepreneurial experience

Today
- 20% of freelancers earn $100,000 or more

By 2027
- 50% of US workforce will be freelancers
Impact & Outcomes

NFTE students apply the entrepreneurial mindset— **succeeding in the workplace, starting businesses, and furthering their education.**

- **74%** of college-aged NFTE alumni are enrolled in college.
- **89%** of alumni believe the skills they learn from NFTE help them in life and business.
- **1 in 4** NFTE alumni have started at least one business.
- **50%** of NFTE alumni report earning more than the national median salary.

*65% of low-income students nationwide are enrolled in college.*

*Nationwide 41% of bored students say their class work is not relevant to their life.*

*Only 2% of youth aged 16-24 were self-employed in 2015.*

*The 2016 national median salary was $43,264.*
Activating the Entrepreneurial Mindset

NFTE empowers youth to approach the world with an innovator’s eye and a founder’s grit, not only during the NFTE course but for the rest of their lives. An entrepreneurial mindset prepares young people for success throughout life.

- **Initiative & Self-Reliance**: The power to take ownership without input or guidance and to work through obstacles independently.
- **Flexibility & Adaptability**: The ability and willingness to change actions and plans to overcome present and future challenges.
- **Communication & Collaboration**: The ability to clearly express ideas to an intended audience, including persuading others to work towards a common goal.
- **Creativity & Innovation**: The ability to think of ideas and create solutions to problems without clearly defined structures.
- **Future Orientation**: An optimistic disposition with a focus on obtaining the skills and knowledge required to transition into a career.
- **Critical Thinking & Problem Solving**: The process of applying higher-level, process-oriented thinking skills, and of transitioning that reasoning to decision making.
- **Opportunity Recognition**: The practice of seeing and experiencing problems as opportunities to create solutions.
- **Comfort with Risk**: The capacity to move forward with a decision despite inevitable uncertainty and challenges.

In partnership with the Educational Testing Service (ETS), NFTE has developed the Entrepreneurial Mindset Index – a valid assessment to measure mindset growth. We thank EY for its signature support of this effort.
NFTE Entrepreneurship Pathway

Through a project-based learning model, that relies heavily on lean startup practices and integrated digital tools, NFTE’s Pathway programs activate the entrepreneurial mindset through **authentic experiential learning**. Students create their own business idea, find a sustainable business model and pitch to a panel of expert judges.

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**Awareness**
- Venture World Series of Innovation
  - School- and Community-based Online Experiences

**Exposure**
- Startup Tech
  - Entrepreneurship Essentials*
  - Emerging Entrepreneurs Camp and BizCamp™
  - School- and Community-Based
    - *Modular/Flexible, Semester or Year, Blended or Infused

**Expertise**
- Entrepreneurship 1
  - Classroom Program
  - Youth Entrepreneurship Challenge

**Application**
- Entrepreneurship 2
  - Classroom Program
  - Certiport ESB Certification

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Students who complete Entrepreneurship 1 and 2 are prepared to take the Certiport Entrepreneurship and Small Business exam for certification. The NFTE curriculum is Certiport-recommended.
NFTE Program Components

GOLD STANDARD PROJECT-BASED LEARNING (PBL)

- Publicly Presented Product
- Driving Question or Knowledge
- Feedback and Revision
- Student Voice and Choice
- Inquiry and Innovation
- Need to Know
- 21st Century Skills

LEAN STARTUP PRACTICES

- Build
- Measure
- Learn
Entrepreneurial Teacher Corps

- **Train-the-Trainer Model**: educators are at the center of all NFTE programs
- **NFTE University Teacher Training**: 4-day intensive initial training
- **Professional Development**: Quarterly in-person teacher-led Professional Learning Communities (mentoring, best practices); monthly NFTE-led webinars (new entrepreneurship content, industry topics)
- **Leadership Opportunities**: Lead Teachers and Master Educators
- **Model Teacher Challenge**: recognition and incentives for top-performing NFTE educators
- **Entrepreneurial Teacher Summit**: national annual summer conference
Youth Entrepreneurship Challenge Series

- $100,000 in cash prizes awarded annually to top student entrepreneurs in their classes, schools, regions and nationally

- Students prepare their business plans and pitches, with support from teachers and volunteer business coaches

- Classroom and school competitions progress to regional and national finals, with hundreds of guests attending each competition event

- Featured entrepreneurs and judges have included famous entrepreneurs such as artist and entrepreneur Sean “Diddy” Combs and FuBu founder and Shark Tank shark, Daymond John

- Judges from the business community provide students feedback and evaluation
Volunteering with NFTE students is a rewarding experience. **Volunteers increase learning and impact.**

*Students who work with volunteers score 9% higher on the NFTE program knowledge assessment!*

---

**Guest Speaker**

Share your professional development story, lead a career awareness session or teach a specific lesson as a subject matter expert to highlight business concepts and inspire innovative ideas.

*Sessions may be individual or panel discussions.*

---

**Coach & Advisor**

Help students strengthen various aspects of their business canvas and pitch deck, hone financials and marketing plans, practice presentation skills, and work through other individual challenges.

*Coach: single engagement*

*Advisor: continued engagement*

---

**Field Trip Host**

Host a group of students for a tour of your company to showcase your communities’ entrepreneurial ecosystem and connect the classroom to workforce pathways.

*Typically includes guest speaking and/or coaching sessions*

---

**BizPlan Judge**

Panels of business professionals evaluate business pitches (the final demonstration of learning), provide feedback on content and delivery and network with students.

*Classroom, regionals, nationals*

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# Los Angeles Program Reach Snapshot

<table>
<thead>
<tr>
<th></th>
<th>SY18-19 Actuals</th>
<th>SY19-20 Projection</th>
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</thead>
<tbody>
<tr>
<td>Students</td>
<td>3,367</td>
<td>5,600</td>
</tr>
<tr>
<td>Schools &amp; Partners</td>
<td>31</td>
<td>49</td>
</tr>
<tr>
<td>Classes &amp; Camps</td>
<td>135</td>
<td>215</td>
</tr>
<tr>
<td>Teachers</td>
<td>40</td>
<td>72</td>
</tr>
</tbody>
</table>

*Total percentage is greater than 100, as students can identify as more than one race/ethnicity.*

### Student Race/Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>% of Student Population</th>
<th>SY18-19</th>
<th>SY19-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino</td>
<td>43%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>33%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian, Native American, and other ethnicities</td>
<td>22%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Student Grade Levels

<table>
<thead>
<tr>
<th>Grade Level</th>
<th>% of Student Population</th>
<th>SY18-19</th>
<th>SY19-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>6–8th</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9–10th</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11–12th</td>
<td>62%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Student Gender

- Male: 51%
- Female: 48%
- Other: 1%

### Country of Origin

- U.S.: 86%
- Other: 14%

### FRL Eligible

- Yes: 71%
- No: 39%
Alumni get connected with exclusive opportunities following their NFTE student experience which provide venues for alumni to leverage their entrepreneurial mindset. We offer a network of support to connect alumni to their peers, business and startup communities, and opportunities such as NFTE’s Alumni Investor Forum, internships, and exclusive scholarships.

- **College** – Scholarships & academic opportunities
- **Career** – Internships & professional opportunities
- **Startup** – Incubators, Mentors, & guidance on launching your business
Strategic Plan

NFTE 2022
Launching the Entrepreneurial Generation

200,000 students per year
Career-ready, entrepreneurial U.S. youth

• Creating the Entrepreneurship Pathway Program
• Teaching and Measuring the Entrepreneurial Mindset
• Investing in the NFTE Teacher Corps

Reach: Serve 200,000 U.S. youth annually by the 2022-23 school year.

Impact: Integrate entrepreneurial mindset development with academic and industry skills to ensure all NFTE youth are career-ready; Grow volunteerism in support of students’ work-readiness skills, career exploration, and business plan coaching

Sustainability: Reach 10x students at 2x operating budget; generate more school-based fee-for-service income and increase philanthropic support; invest in and leverage NFTE Teacher Corps
Los Angeles Advisory Board

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CEO
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Chris Achar
CEO
Synergy Ventures

Paul Chen
Partner
EY

Jasmin Coyne
SVP, Operations & Transformation
City National Bank

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USC Marshall School of Business

Michael Ingram
Co-Founder & Partner
Cipher Technologies

Maurice James
CEO
Mojo Pictures

Connie Moore-Kelly
Retired NFTE Teacher
LAUSD

Laurel Mintz
CEO
Elevate My Brand, Inc.

Ricci Rukavina
CEO
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Scooter Braun

Ashneel Chand
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Manatt, Phelps & Phillips, LLP

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Elective Studios

Jason Flack
JUMP Investments

Tiana Freeman
Capital Group

Natascha French
VNTANA

Jack Friedman
Study Smart Tutors

Jose Garcia
Entrepreneur

Keahn Gary
Cognizant

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The Coca-Cola Company

David Spreng
Chairman, CEO & CIO
Runway Growth Capital

Noah Hanft
Mediator, Arbitrator, ADR Advisor
AcumenADR

Andrew Oliver
CEO
Giantmicrobes, Inc.
Thank You

For more information:
Olivia Lam, Development Director

OliviaL@nfte.com