Introduction

Program Year: 2019-2020

Peter Johnson, Development Director
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• **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.
  - **65%** of low-income students nationwide are enrolled in college.

- **89%** of alumni believe the skills they learn from NFTE help them in life and business.
  - Nationwide 41% of bored students say their class work is not relevant to their life.

- **1 in 4** NFTE alumni have started at least one business.
  - Only 2% of youth aged 16-24 were self-employed in 2015.

- **50%** of NFTE alumni report earning more than the national median salary.
  - 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**.

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

LEAN STARTUP PRACTICES

- Build
- Measure
- Learn

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
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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New York Metro Program Reach Snapshot

- Students: 1,800
- Schools & Partners: 25
- Classes & Camps: 65
- Teachers: 29

Student Race/Ethnicity:
- Latino: 50%
- Black: 24%
- White: 15%
- Asian, Native American, and other ethnicities: 26%

Student Grade Levels:
- 6–8th: 15%
- 9–10th: 25%
- 11–12th: 60%

Student Gender:
- Male: 45%
- Female: 54%
- Other: 1%

Country of Origin:
- U.S.: 87%
- Other: 13%

FRL Eligible:
- Yes: 72%
- No: 28%
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
Key Supporters

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Thank You

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