Introduction

Program Year: 2019-2020

Peter Johnson, Development Director
PeterJ@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**.

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

![Diagram of 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

**Blended Learning**
- Face-to-Face Learning
- Digital Tools
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
Volunteers

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.

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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Philadelphia Program Reach Snapshot

- Students: 1,020
- Schools & Partners: 19
- Classes & Camps: 50
- Teachers: 39

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Student Race/Ethnicity*

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

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

Student Grade Levels

- 6-8th: 15%
- 9-10th: 25%
- 11-12th: 60%

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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

- Citi Foundation
- EY Building a better working world
- SAP
- Seedlings Foundation
- Santander
- Zeldin Family Foundation
- TD Bank
- Microsoft
- EVERGREEN APARTMENT GROUP
- Campus Apartments®
- Quorum
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NewSpring
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Thank You

For more information:
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