An Entrepreneurial Generation

Starts Here
“Entrepreneurship can be a way of making a passion a sustainable career, and the skills you gain from owning a business can be applied anywhere.”

—Keegan Bonds-Harmon, NFTE Alum, Founder of Keegancreatures
Imagine if we could activate the entrepreneurial mindset of an entire generation.

On an almost daily basis, our students tell us that thanks to NFTE they have a new mindset and a better life. When young people have an entrepreneurial mindset—skills such as innovation and comfort with risk that drive success over a lifetime—they see new possibilities open before them.

Just recently, Andre McCain, a NFTE Alum who owns and runs a restaurant in Washington, DC, advised NFTE students: “It is your world to shape. Nothing existed before someone went out on a limb to try to create it.” This knowledge that you can shape your world—and the skills to do just that—is what teaching the entrepreneurial mindset is all about.

This year we took a close look at exactly what makes NFTE so effective and what can make it even more effective in the future. We identified three key ingredients to impact:

1. Teach the eight key pillars of the entrepreneurial mindset
2. Offer a pathway allowing students to deepen their mindset learning
3. Empower teachers to be innovators and to inspire creativity in one another and in their students

With the help of NFTE’s dedicated supporters, we launched long-term investments in each of these areas.

We invite you to learn more about NFTE’s growth on the pages of this report. We are confident that together the NFTE community can activate the entrepreneurial mindset of an entire generation.

Our Mission

NFTE 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.
Mindset + Pathway + Teacher Corps = Impact
Entrepreneurial Mindset

The Root of Success in the Innovation Economy

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. We define the entrepreneurial mindset as eight key pillars proven to drive success.

- Opportunity Recognition
- Comfort with Risk
- Creativity & Innovation
- Future Orientation
- Initiative & Self-Reliance
- Flexibility & Adaptability
- Critical Thinking & Problem Solving
- Communication & Collaboration

“Instead of seeing a problem and giving up, I now see a problem and think of several different ways around it; I am not scared of failing anymore.”

—Arti Shala, NFTE Alum, Founder of Shala Tech
NFTE
Entrepreneurship Pathway

Awareness
World Series of Innovation
A global, online experience where students create business solutions aligned with the UN Sustainable Development Goals

Exposure
Exploring Careers
An introduction to entrepreneurship, laying the groundwork for academic, career, and life success

Expertise
Entrepreneurship 1
An award-winning course, focused on activating the entrepreneurial mindset as well as creating and pitching an original business plan

Application
Entrepreneurship 2
An advanced course that deepens the entrepreneurial mindset and centers on business model validation, product development, and marketing

In an innovation economy, there are no traditional paths to success. NFTE’s Pathway begins with igniting the imagination and takes students through the journey of activating their entrepreneurial mindset and creating their own businesses.

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.

Launched in Spring 2017
Entrepreneurial Teacher Corps

Launched in Spring 2017

Activating the entrepreneurial mindset of an entire generation begins with the Teacher Corps. Educators join a robust community of support, complete with professional development resources, NFTE curriculum, student performance reporting, and opportunities to learn from one another as well as from NFTE staff.

Supported by regional NFTE staff, the Teacher Corps includes:

**Master Educators**
With a minimum of three years of experience teaching NFTE with excellent results, Master Educators lead “NFTE U” teacher training for new NFTE teachers, oversee professional development for the entire Entrepreneurial Teacher Corps, and present at NFTE’s Annual Teacher Summit.

**Lead Teachers**
With guidance from a Master Educator, Lead Teachers spearhead peer-to-peer learning. This includes running Professional Learning Communities that meet on a quarterly basis and sharing key learnings at NFTE’s Annual Teacher Summit. Lead Teachers have at least three years of experience teaching NFTE courses.

**Teachers**
NFTE educators model the entrepreneurial mindset to their students every day. They also help one another, exchanging best practices at NFTE’s Professional Learning Communities and Annual Teacher Summit.

“My students’ enthusiasm, creativity, and increased confidence are my motivation.”

– Lynda Pangtay, NFTE Teacher at John A. Ferguson Senior High School
Meet Jasmine Adams

Age 18, NFTE and YEScarolina Alum
Founder of Smudgies

Jasmine, the winner of this year’s National Youth Entrepreneurship Challenge, discovered that swimsuit-like material is an excellent make-up remover. Hoping to share her newly found convenience with others, Jasmine created Smudgies, fabric cloths that can remove make-up without liquid.

Smudgies come in fun colors and designs and are good for the environment, creating less waste than tissues, one-use wipes or Q-tips. As part of their philanthropic initiative, Smudgies plans to donate 10% of their profits to My Sister’s House, a charity which aids domestic abuse victims and their children.

Jasmine is a National Merit finalist and is currently attending the University of Dallas where she plans to double major in business and English.
Impact = Young people seizing the opportunities of the 21st Century.

NFTE released research last school year indicating that our students apply the entrepreneurial mindset—succeeding in the workplace, starting businesses, and furthering their education.

Career-Ready Alumni

86% of NFTE alumni are either employed or furthering their education.

1 IN 4 NFTE alumni have started at least one business.

80% of NFTE alumni are in college or have graduated college.

1 IN 3 NFTE alumni who are college graduates earn more than the national median of $60,000.

Engaged Students

64% of NFTE students felt that NFTE was more relevant than their other courses.

79% of NFTE students enjoyed learning through experiential activities.

“Thank you for inspiring me in the year I doubted myself most. For introducing me to what now has become the pathway of my life.”

—Maylin Gonzalez, NFTE Alum, Co-founder of Custom Novoutee
Meet Godfrey Phoenix

Age 19, NFTE Alum
Founder of Phoenix Haven

Godfrey Phoenix is from the south side of Chicago, a area with one of the highest crime rates in the country. When asked to solve an unmet need in his community for his NFTE class, it was a no-brainer. He would create a nonprofit to provide a safe space for teens to go after school to play sports, video games, do homework, seek counseling and get a bite to eat—free of charge.

Godfrey’s been surprised by the connections he’s made so far, and he’s already reached out to the Board of Education and local CEOs for support. “I thought being an entrepreneur was far-fetched; I had faced challenges in every aspect. But NFTE guided me to begin helping others.”

Godfrey now studies business at St. Louis University.
2017 Reach

34,840 Students

1,078 Schools

298 Entrepreneurial Teacher Corps Members

2,975 Volunteers

Clifton Jackson
Age 17, NFTE Alum
Founder of CWC Pliers

Working as an electrician’s apprentice, Clifton discovered that it is often hazardous to change tools halfway through a project. So, Clifton invented CWC Pliers, a tool for professional electricians that replaces three tools with one, reducing the number of times one must reach for a tool in a toolbelt. “I also plan on supporting schools with electrical classes so it will help influence students to know the importance of safe work,” Clifton tells us.

Clifton’s creative problem-solving won him Runner Up at NFTE’s National Youth Entrepreneurship Challenge. Clifton plans to join the air force and is in the process of getting his pliers patented.

Nathanael Wheadon
Age 18, NFTE Alum
Founder of Fudged UP!

Fudged UP! started as a family recipe for chocolate fudge spread. Every year, around the holidays, Nate’s family would make jars of their tasty confection to give as gifts. “I liked it better than Nutella already, and with a few simple ingredient changes I decided it would be perfect as an organic product.” Now Nate has transformed his family recipe into an organic competitor for the overly-produced fudge spreads on the market.

Nate is proud that his product is healthy, but he’s just as proud that Fudged UP! supports his local community. He only purchases ingredients from local vendors, sells in his city’s farmer’s market, and hires locally.

Nate was a Runner Up at NFTE’s National Youth Entrepreneurship Challenge.
Meet Cheyenne Sookoo

Age 18, NFTE Alum
Founder of Events on Canvas

Cheyenne was introduced to the world of paints and canvas at a young age by her artist mother. From that early inspiration, Cheyenne developed Events on Canvas in New York. The idea was sparked by her experience painting live in-store as Blick’s Rising Artist, which was daunting at first but became an activity she now loves.

Events on Canvas is a live art service for weddings and other celebrations. Cheyenne receives many requests for her services and was winner of the 2017 NY Metro Regional Youth Entrepreneurship Challenge.

Cheyenne graduated from Brooklyn High School of the Arts where she double majored in instrumental music and art. She is taking a gap year to work on her business and volunteer, before heading off to college.
U.S. Student Demographics

NFTE serves a diverse student body, with a focus on young people in middle school and high school.

Please note that the total percentage across races/ethnicities is greater than 100, as students can identify as more than one race/ethnicity.
NFTE Across the United States

NFTE works with districts, schools, and community-based organizations across the country that serve under-resourced communities.

“I hope that NFTE continues to grow even bigger, because entrepreneurship in general—even if you don’t want to be an entrepreneur—is a great skill to have.”

–Mari Contreras, NFTE Alum, World Series of Innovation winner
Youth Entrepreneurship Challenge Series

Last school year, thousands of students had the opportunity to create and pitch business plans in NFTE programs across the nation. Hundreds of students went on to compete in regional competitions, and 41 finalists traveled to New York City to take the stage at the National Youth Entrepreneurship Challenge.

Businesses ranged from high fashion to cell phones charged by body heat. Congratulations to our winner, Jasmine Adams, founder of Smudgies, and to runners up Clifton Jackson, founder of CWC Pliers, and Nathanael Wheadon, founder of Fudged UP!.

$160,000
Awarded in prize packages

14,000+
Students

200+
Schools

1
Amazing year
Global Showcase

Each spring NFTE celebrates its global community by honoring top young entrepreneurs, teachers, and volunteers from around the world. Honorees travel to New York City for an evening of awards, celebration, and networking.

Global Young Entrepreneurs of the Year

Global Enterprising Educators of the Year
Global Showcase Awards

Each day, entrepreneurial educators provide vital leadership in NFTE classrooms and volunteers link NFTE students to the real world and help activate their entrepreneurial mindset.

John C. Whitehead
Global Teacher of the Year

Jake Lapinski
Teacher at McCluer North High School

Jake works tirelessly to open his students’ minds to opportunities. He teaches his students about niche markets, integrates technology and social media into the classroom, and leads innovation activities that ask students to brainstorm what businesses could come from a popular item.

“At my core, I just want every kid to have the opportunity to succeed at something and to see that there are many ways to be successful,” says Jake.

Volunteer of the Year

Jim Yim
Investor and Entrepreneur

Jim has been a NFTE volunteer for over three years—serving as a guest speaker, business plan coach, competition judge, and even an investor in student businesses. Students are motivated not only by the knowledge that Jim shares but also by his personal journey. Jim’s story began in China, with eight siblings living in an 800 sq-ft high rise, and ended with multimillion-dollar business deals.

Said of Jim: “He is someone who believes that if he can influence and help even just one student, then his time was well spent.”

Corporate Volunteerism Award

Mastercard
Corporate Investor

Hundreds of Mastercard employees across the country helped to activate the entrepreneurial mindset in young people this year, as coaches, mentors, and guest speakers. Mastercard has been a top supporter of NFTE for many years, introducing NFTE to hundreds of classrooms, bringing resources to thousands of alumni, and offering World Series of Innovation challenges to youth around the world.

We are grateful to The Alper Family Foundation for underwriting NFTE’s volunteer awards.
International Partners

NFTE is proud to partner with leading organizations across the globe to activate the entrepreneurial mindset in young people.

40,000+

Students served outside the United States

Be Better
China

Foroige
Ireland

JDC Israel - Ashalim
Israel

NFTE Deutschland
Germany

The Global Education & Leadership Foundation
India

YouthStart Belgium
Belgium

Fundacion E
Mexico

Halogen Foundation
Singapore
Board of Directors

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Mark Danchak
Carbon6 Ventures
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Randy Haran
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South Florida

Patricia Hagen
TEC/T-REX
St. Louis Metro

Peter B. Walker
Retired, Managing Director
McKinsey and Company, Inc.

David Chuback
Head of Global Retail Banking
and Mortgage
Citigroup

Kyle Garman
SVP, Global Business Development
SAP SE

Rahfeal Gordon
CEO
RahGoR

Noah Hanft
President and CEO
International Institute for Conflict
Prevention and Resolution

Gus Harris
Executive Director
Moody’s Analytics

Michael J. Kacsmar
Partner
EY

Alan B. Kelly, Esq.
Vice President and Senior Counsel
LL.M. Trial Advocacy
Diana Davis Spencer Foundation

Kellam Mattie
Chief Marketing Officer, Vice
President of Marketing and
Innovation for Venturing and
Emerging Brands (WEB)
The Coca-Cola Company

Timothy Murphy
General Counsel and Chief
Franchise Officer
Mastercard

Andrew Oliver
CEO
Giantmicrobes, Inc.

Shawn Osborne
President and CEO
NFTE

Anthony Salcito
VP of Worldwide Education
Microsoft Corporation

Diana Davis Spencer
President
Diana Davis Spencer Foundation

David Spreng
Co-Founder, CEO
RahGor

Peter B. Walker
Retired, Managing Director
McKinsey and Company, Inc.

Matthew J. Audette
Chief Financial Officer
LPL Financial

Troy Carter
CEO and Founder
Atom Factory

Rahfeal Gordon
CEO
RahGoR

David Spreng
Founder and CEO
GSV Growth Credit

Troy Carter
CEO and Founder
Atom Factory

Rahfeal Gordon
CEO
RahGor

Michael J. Kacsmar
Partner
EY

Patricia Hagen
TEC/T-REX
St. Louis Metro

Peter B. Walker
Retired, Managing Director
McKinsey and Company, Inc.

2017 NFTE Annual Report
Regional Advisory Board Chairs
Over the last two years, the Diana Davis Spencer Foundation has invested $16 million in the NFTE strategic plan goal of reaching 200,000 U.S. students annually by 2022. After her daughter, Abby Moffat, heard NFTE founder Steve Mariotti on the radio in 1994, she told her mother Diana about NFTE and in 1997 Diana joined NFTE’s Board of Directors.

NFTE would not be the internationally-recognized leader in youth entrepreneurship without the steadfast support of Diana, Abby, and Diana’s other daughter, Kim. A special thanks to the family for nearly $30 million in total support, and most importantly for their deep belief in the power of the entrepreneurial mindset to positively impact the lives of young people.
Special Thanks to NFTE Supporters

Donors are vital partners in providing opportunities to our students. Thank you to our generous donors who made this incredible year possible.

This list reflects donations made between July 1, 2016 and June 30, 2017.

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**Equity Investors ($1,000,000+)

- Citi foundation
- SAP
- Seedlings Foundation

**Venture Capitalists ($500,000+)

- EY
- Mastercard
- Verizon

**Growth Investors ($200,000+)

- Egidio Lombardi Charitable Lead Trust
- Multinational Scholar Charitable Trust 1907
- John S. and James L. Knight Foundation
- Santander Bank
- Lieff Cabraser Heimann & Bernstein
- Diana Davis Spencer Foundation
## Angel Investors ($100,000+)

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## $50,000+

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## $25,000+

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## $10,000+

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“I’ve seen students achieve unprecedented levels of academic performance when they prepare for, and compete in, the NFTE Entrepreneurship Challenge. It may be the most sophisticated project they complete as high school students. Developing a business plan is not easy. But I am always impressed by how many students step up to the challenge, delight the judges with their ideas, and gain the confidence they need in themselves to set the world on fire.”

—Frank Fesnak, NFTE Teacher at Roxborough High School
How many more young people will launch their entrepreneurial journey in 2018?
NFTE (Network for Teaching Entrepreneurship) is a nonprofit under Section 501(c)(3).