Program Details

Program Requirements and Recommendations

• Grades 7-12
• Flexible implementation; 20-40 hours of instruction

Student Fast Pitch Challenge

• Students use a lean business model canvas to plan out a unique business idea, individually or with a partner
• Students can pitch for prize money and local recognition in the business community

Instructor Information and Volunteer Support

• Instructors are trained by NFTE during a one-day intensive review of methods and materials
• Access to NFTE’s virtual help desk
• Volunteer guides and local partnership opportunities

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 and Technical Skills**
  Student learning demonstrated through a completed lean business model canvas, pitch deck, and presentation

- **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
Program Content

- **Thinking like an Entrepreneur**
  Students learn about entrepreneurship and business principles that launch great ideas into a successful business solution.

- **Testing an Opportunity**
  Students learn about a framework for the specific research that an entrepreneur must complete to ensure their business provides value to their customer segment.

- **Building a Competitive Edge**
  Students learn how to define the unfair advantage for their business that would make a customer choose them over the competition.

- **Creating Your Biggest Fans**
  Students learn how to create a marketing plan, brand identity, and key metrics to measure the success of their promotional channels.

- **Making a Profit**
  Students learn about basic business finance that would allow students to have a high-level understanding of their cost structure and revenue streams.

- **Fast Pitch Challenge**
  Students complete their lean business canvas and develop a presentation of their business plan idea.

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