



Emerging Entrepreneurs Camp: *An Introduction to the Innovation Economy*

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

