Entrepreneurship Essentials
Unit 1: Developing an Entrepreneurial Mindset
Topic 1: DNA of an Entrepreneur
NFTE Entrepreneurial Mindset

Students who are comfortable with risk

➢ Evaluate costs and benefits when making decisions
➢ Anticipate challenges
➢ Are open to options
➢ Willingly change course in pursuit of new opportunities
➢ Develop a plan to achieve goals regardless of obstacles
Day One: Entrepreneurial Investigation
Think and respond to this question

Think of a time when you had to make a decision on an action that could have good or bad consequences. What made you decide to act or not act? What questions did you ask yourself in order to make that decision?

Be prepared to share your thoughts with the class.
Entrepreneurial Investigation **Goal and Guiding Question**

**Goal**
Explain how someone with limited resources can still be an entrepreneur.

**Guiding Question**
Do you need access to a great deal of resources to be an entrepreneur?

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DNA of an Entrepreneur Essential Vocabulary

➢ **Problem**: A source of perplexity, distress, or vexation.

➢ **Solution**: An action or process of solving a problem.

➢ **Entrepreneur**: Someone who creates and owns a business.

➢ **Risk**: The chance of losing something or having a negative outcome.

➢ **Business**: An organization that provides products or services, usually to make money.

➢ **Reward**: What entrepreneurs get in exchange for starting a business; can include money, personal satisfaction, independence, or positive impact on the economy/community.
Entrepreneurial Investigation Product Innovation Game

➢ Today, you will perform an investigation to help you understand how someone with limited resources can still be an entrepreneur.

➢ The Product Innovation Game is an investigation in which you must use everyday household items to create a product that helps solve a major problem.

➢ Be prepared to share your thoughts and experiences with your teacher and class.
Product Innovation Game Instructions

➢ Break into pairs or small groups. Your teacher will give your group a paper bag filled with everyday household items.

➢ Look at the problems listed on your handout. Your group will have 15 minutes to build a product using the given materials to solve one of the problems listed.

➢ Be prepared to present your product to the class and be able to describe how your product helps solve your chosen problem!

Any Questions?
Product Innovation Game Key Takeaways

➢ Entrepreneurs often have limited resources to create a product.

➢ Entrepreneurs are solution-oriented people—even seeking for a problem that they could potentially solve with a business solution.

➢ Sometimes entrepreneurs must be comfortable taking risks in developing a product or starting a business.
Product Innovation Game Reflection

➢ How did your group decide on which problem you felt like you could solve?

➢ Did your solution completely solve the problem? Is it okay if your product or service only helped out somewhat?

➢ Did today’s experience leave you with any unanswered questions about what it means to think and act like an entrepreneur?

➢ How did you use the entrepreneurial mindset domain of comfort with risk in this investigation?
Day Two: Entrepreneurship Foundations Part 1
Entrepreneurship Foundations  **Goal and Guiding Question**

**Goal**
Describe the characteristics of an entrepreneur, as well as the risks and rewards of entrepreneurship.

**Guiding Question**
How do I know if being an entrepreneur is for me?

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Think and respond to this question:

How would an entrepreneur apply comfort with risk when developing a product or service?

Be prepared to share your thoughts with the class.
DNA of an Entrepreneur Essential Vocabulary

➢ **Attitude**: The way a person feels about something.

➢ **Characteristics**: Describe a quality or behavior of a person.

➢ **NFTE Entrepreneurial Mindset**: A blend of characteristics, attitudes, and skills that successful entrepreneurs share.

➢ **Problem**: A source of perplexity, distress, or vexation.

➢ **Solution**: An action or process of solving a problem.

➢ **Entrepreneur**: Someone who creates and owns a business.
DNA of an Entrepreneur Essential Vocabulary (Cont’d)

- **Risk**: The chance of losing something or having a negative outcome.

- **Business**: An organization that provides products or services, usually to make money.

- **Reward**: What entrepreneurs get in exchange for starting a business; can include money, personal satisfaction, independence, or positive impact on the economy/community.

- **Skill**: An ability that’s learned through training and practice.
Product Innovation Game Reflection

➢ How did your innovation help solve a major problem?
➢ Can you be an entrepreneur even if you have limited access to resources?
➢ How does connecting a potential solution to a problem help an entrepreneur take a calculated risk?
Entrepreneurship Key Concepts

➢ A business is an organization that provides products or services.

➢ An entrepreneur is someone who creates and runs a business.
Entrepreneurship and Risk

➢ When an entrepreneur starts a new business, it involves risk.

➢ An entrepreneur makes an investment of money, time, and energy in the hope of getting greater rewards.

➢ Entrepreneurs are willing to take risks for the potential rewards of ownership, income, and work satisfaction.

➢ A business risk is the possibility of loss that comes with operating the business.
Advantages of Being an Entrepreneur

- Making Your Own Rules
- Doing Work You Enjoy
- Creating Greater Wealth
- Helping Your Community
Risks of Being an Entrepreneur

- Potential Business Failure
- Unexpected Obstacles
- Loss of Quality of Life
- Loss of Income

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NFTE Entrepreneurial Mindset

- How entrepreneurs use all of their personal characteristics and skills together is what will make them successful.

- Successful entrepreneurs share a blend of characteristics, attitudes, and skills called the NFTE entrepreneurial mindset.
NFTE Entrepreneurial Mindset in Action

- Skills like flexibility, critical thinking, and communication skills
- Important behaviors or attitudes like persistence and looking at problems as opportunities

The entrepreneurial mindset is a set of tools that entrepreneurs can develop and use when needed.
NFTE Entrepreneurial Mindset Characteristics

Initiative & Self Reliance
The power to take ownership of a project without input or guidance and 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 toward a common goal.

Creativity & Innovation
The ability to think of ideas and create solutions to problems without clearly defined structure.
NFTE Entrepreneurial Mindset Characteristics

**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 transitioning that applied reasoning to support the application of 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.
Example 1: 8 Advantages and Disadvantages of Entrepreneurship

Article by futureofworking.com that focuses on the main advantages and disadvantages of becoming an entrepreneur.

Example 2: 10 Advantages and Disadvantages of Young Entrepreneurs

Article written by Cristian Dorobantescu for *Entrepreneurship Interviews* that outlines the advantages and disadvantages of becoming a young entrepreneur.

Example 3: Teenpreneur of the Year

Profile of a teen entrepreneur written by Carolyn M. Brown for Black Enterprise.

Student Exploration Risks and Rewards Instructions

In groups:

➢ **STEP 1**: In groups, read the case study written on Cheri Garcia, founder of Luminous Envy, who had to take a huge risk in starting her business.

➢ **STEP 2**: After reading the case study, identify 2–3 risks and 2–3 rewards that Cheri faced while starting her business.

➢ **STEP 3**: From the list that you identified, decide for yourself which reward is the most appealing and which risk is the most concerning.

➢ **STEP 4**: Complete the Worksheet and Student Reflection in your handout and be prepared to present your work.

Any Questions?
Student Exploration Risks and Rewards Reflection

➢ What were some of the biggest risks that Cheri faced? Do you feel her potential reward outweighed her risks?

➢ Which of her potential rewards were the most appealing to you personally? Explain your answer.

➢ Which of the risks she faced were the most concerning to you personally? Explain your answer.
1 Which of the following is NOT a reward associated with being an entrepreneur?
   a) Doing work you enjoy
   b) Making your own rules
   c) Greater wealth
   d) Potential business failure
   e) Helping your community

2 Which of the following is a crucial step for entrepreneurs to take prior to launching a business?
   a) Will everyone in the world want to buy this product or service?
   b) Does this business pose no risks at all?
   c) Do I think the rewards of this business could outweigh the risks?

3 How does an entrepreneur demonstrate comfort with risk when launching a business?
Day Three: Entrepreneurship Foundations Part 2
Entrepreneurship Foundations Goal and Guiding Question

Identify the parts of the Lean Canvas and how the Lean Canvas functions as a planning tool.

How do entrepreneurs deal with the risks associated with starting a business?

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Entrepreneurial Mindset Warm-Up

Think and respond to this question

How do you imagine entrepreneurs plan prior to the launch of their businesses? In what ways must they be comfortable with taking risks while planning to launch their businesses?

Be prepared to share your thoughts with the class.
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➢ **Lean Canvas**: A strategic management and lean startup template for developing new business models.
Previous Day’s Lesson Reflection

➢ What are some characteristics of a successful entrepreneur?
➢ What are risks and rewards of being an entrepreneur?
➢ How do entrepreneurs take risks in starting a business?
Business Plans

➢ Entrepreneurs and businesses use a plan, called a **business plan**, as a road map for identifying potential challenges and navigating risk.

➢ A **business plan** is a statement of your business goals, the reasons you think these goals can be met, and how you are going to achieve them.
The Three C’s of a Business Plan

1. **Concept**: What is your product or service and how is it different from similar products or services?

2. **Customer**: Who will be buying your product or service and why?

3. **Capital**: How will you secure the initial money that your business will need? What will be your costs and what kind of profit can you expect?
Using a Canvas Planning Tool


➢ The tiles are different than those on the Lean Canvas, but the BMC functions the same way.

➢ Note the interrelationship between tiles.
Sample Lean Canvases

➢ Photosharing App CloudFire created by Ash Maurya and compiled by Dasha Stremetska:  

➢ Various canvases for Facebook by Ash Maurya:  
https://blog.leanstack.com/how-to-model-a-multi-sided-business-60f2d7613e39

➢ Real Estate Agent created by Tuzei8.com:  
https://www.pinterest.com/pin/523965737870805936/
Example 1: Lean Canvas vs. Business Plan

Article about the Lean Canvas by the Graphic Products editorial staff.

https://www.graphicproducts.com/articles/lean-canvas/
Example 2: The 9 Tiles on the Lean Canvas

An Introduction to Lean Canvas by Steve Mullen for *Medium*.

https://medium.com/@steve_mullen/an-introduction-to-lean-canvas-5c17c469d3e0
Example 3: How to Quickly Plan Lean Startup Development

Article by Dasha Stremeska for Stfalcon about the benefits of the Lean Canvas in startup development.

In small groups, look at the business description you are given and place the completed tiles in the correct section of the Lean Canvas.

➢ **STEP 1**: Get an envelope with tiles from your teacher.

➢ **STEP 2**: Read through the business description and the tiles provided.

➢ **STEP 3**: Do your best to place the tiles in the correct sections of the Lean Canvas.

➢ **STEP 4**: Complete the Worksheet and Student Reflection in your handout and be prepared to present your work.
Student Investigation Lean Canvas Reflection

➢ Which sections of the Lean Canvas were the hardest to categorize?

➢ Does the finished Lean Canvas represent the key aspects of your given business?

➢ How does creating a Lean Canvas help entrepreneurs assess risk versus reward prior to launching their businesses?
1. Which of the following is NOT a part of the Lean Canvas?
   a) Customer Segments
   b) Key Metrics
   c) Problem
   d) Customer Needs
   e) Solution

2. Which sections of the Lean Canvas are typically completed first?
   a) Problem and Solution
   b) Problem and Unique Value Proposition
   c) Problem and Unfair Advantage
   d) Key Metrics and Unfair Advantage
   e) Channels and Revenue Streams

3. How could an entrepreneur demonstrate comfort with risk while completing his or her Lean Canvas?
DNA of an Entrepreneur Part 2 Extensions

https://www.mcdonalds.com/

https://www.apple.com/

https://www.speedway.com/
Day Four: Entrepreneur Lab

Unique Value Proposition
Single, clean, compelling message that states why you are different, and why it matters.

Pet sitters and walkers with vet experience available whenever you need them.

Unfair Advantage
Can't be easily copied or bought
Link to assignment(s)

Reliable
Available 24/7

Channels
Path to customers
Link to assignment(s)

Flyers
Word of mouth

Customer Segment
Target customers
Link to assignment(s)

Pet owners who work 30-40 hrs/week
People who want the best care for their pets

Streams
How are our customers really willing to pay?
How much are they currently paying?
How do they currently prefer to pay?
How much is each Revenue Stream contributing?

Avg. rate $100/wk
Paid with cash.
Entrepreneur Lab Goal and Guiding Question

Goal
Self-identify your own entrepreneurial qualifications and potential.

Guiding Question
What makes me qualified to be an entrepreneur?

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Think and respond to this question

What have you learned this week that could help you navigate the risk associated with starting a business?

Be prepared to share your thoughts with the class.
Entrepreneur Lab Goals

You will have one lab period to use what you have learned this week around the risks and rewards of entrepreneurship to complete a self-assessment of your valuable skills and characteristics. You will also reflect on your experience during this E Lab.

By the end of this lab session, you should have completed:

➢ Qualifications Self-Assessment
➢ Student Reflection

Assignment

Guiding Question

What makes me qualified to be an entrepreneur?

To Answer This Question

You will self-assess the skills and characteristics you possess that will help you become successful entrepreneurs.
Entrepreneur Lab Instructions

➢ **STEP 1:** Gather your materials.

➢ **STEP 2:** Use the Student Worksheet in your handout to begin assessing your own entrepreneurial skills and characteristics. Choose the skills/characteristics you think will help make you a successful entrepreneur. You should also include your entrepreneurial mindset domain strengths.

➢ **STEP 3:** Use the Qualifications self-assessment template to explain why your chosen skills/characteristics make you qualified to take on the risk of being an entrepreneur.

➢ **STEP 4:** After you have completed the Qualifications self-assessment, complete the Student Reflection on Canvas (or in your handout) and be prepared to present your work.
Entrepreneur Lab Reflection

➢ How did you use comfort with risk?
➢ What did you accomplish?
➢ Did you run into any problems? If so, explain why.
➢ Do you have ideas for solving any problems encountered during this Entrepreneur Lab?