



# BizCamp™

*Business Ideation  
and Crafting  
the Pitch*

## Overview

This program delivers NFTE's award-winning curriculum, activating students' entrepreneurial mindset while they learn the fundamentals of entrepreneurship and create and pitch original business opportunities. BizCamp's flexible structure makes it ideal for both out-of-school and in-class settings.

## Program Details

### Program Requirements and Recommendations

- Grades 6-12
- Flexible implementation; 20-40 hours of instruction

### Student Pitch Competition

- Students use a lean business model canvas to create an original business plan and pitch, individually or with a partner.
- Students prepare and pitch for competition and local recognition in the business community.

### Instructor Information and Volunteer Support

- Instructors are trained by NFTE through an intensive review of methods and digital materials
- Access to NFTE's virtual help desk
- Volunteer and competition guides
- Local partnership and networking 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 Skills

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

#### Employability Skills

Entrepreneurial mindset evaluated through performance tasks, a Fast Pitch Challenge, and NFTE's Entrepreneurial Mindset Index (EMI), a formative assessment of students' noncognitive skills

#### Technical Skills

Lessons aligned to Certiport Entrepreneurship and Small Business Certification core objectives.

## Program Content

- **Thinking like an Entrepreneur**  
Students learn about innovative thinking, the entrepreneurial mindset, and tools that entrepreneurs use to succeed in business and in life.
- **Problem and Solution**  
Students generate business ideas, then conduct research to determine which is a valid business opportunity.
- **Unique Value Proposition and Customer Segment**  
Students conduct research with primary and secondary data and create a customer profile to determine how their business will provide a unique value proposition for its customer segment.
- **Unfair Advantage**  
Students define the “unfair advantage” for their business that will make their target customer choose it over the competition.
- **Channels and Key metrics**  
Students create a marketing plan and brand identity, then identify the key metrics required to measure the success of their promotional channels.
- **Cost Structure and Revenue Streams**  
Students learn the basics of business finance to gain a high-level understanding of their cost structure and revenue streams.
- **Fast Pitch Challenge**  
Students complete their Lean Canvas, craft their pitch deck, and present their business opportunity.



## Contact Us

For more information about bringing this program to your community, email [ProgramInquiry@nfte.com](mailto: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*

