Overview

Network for Teaching Entrepreneurship’s ESB Prep program delivers NFTE’s award-winning curriculum, activating students’ entrepreneurial mindset while they learn the fundamentals of entrepreneurship and running a small business. Students are guided through the selection of an original business opportunity—and the core principles and knowledge essential to starting and running that business—while preparing for Certiport’s Entrepreneurship and Small Business (ESB) certification exam. ESB Prep’s asynchronous, self-paced structure makes it ideal for both out-of-school and in-class settings.

Program Details

Program Requirements and Recommendations

- Grades 6-12
- Flexible implementation; 30-40 hours of instruction

ESB Exam Prep

- Students learn about using the lean business model canvas to create an original business plan and pitch.
- Students learn key conceptual knowledge about sales and marketing, production and distribution, securing loans and investments, and managing their business.
- Students create a brief pitch to help attract interest in their business opportunity while preparing for the ESB exam.

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 business model, sales and marketing plans, and plans for structuring and running their startup.

Employability Skills
Entrepreneurial mindset evaluated through performance tasks; NFTE’s Entrepreneurial Mindset Index (EMI), a formative assessment of students’ noncognitive skills; and Entrepreneurship and Small Business (ESB) credential, which demonstrates that students possess the skills that employers have identified as necessary to survive and get ahead in today’s competitive landscape.

Technical Skills
Prepares participants to acquire an Entrepreneurship and Small Business (ESB) credential through Certiport, a Pearson VUE division.

www.nfte.com
Intro to ESB and the Entrepreneurial Mindset
Students learn about the risks and rewards of entrepreneurship and small business ownership, as well as the entrepreneurial mindset and their own characteristics.

The Lean Canvas and Design Thinking
Students become familiar with the Lean Canvas as a tool for building a business model. They use human-centered design thinking and empathy maps to create a business that solves customer problems.

Identifying Business Ideas & Turning Them Into Opportunities
Students explore and use tools for business ideation and recognizing business opportunities. They use a SWOT analysis to evaluate which opportunities have the most potential, selecting one to pursue.

Lean Market Research and Competitive Advantages
Students test assumptions about their business opportunity through lean market research and the creation of a minimum viable product (MVP). Students use that research to identify their competition and their own competitive advantage.

Marketing and Selling Products or Services
Students identify the many costs of starting and running their business and determine one unit of sale and its cost. They learn about different business types, distribution channels and their impact of profitability, and complete a template about these aspects for their business. They calculate their break-even point and select pricing strategies.

Financing and Running a Startup
Students examine types of financing and create a financing strategy for their business. They learn the business life cycle, legal structures, roles and responsibilities within a business, compensation structures, key resources, and intellectual property laws. They create a financing strategy and an operations plan for their business.

Elevator Pitch
Students complete their Lean Canvas, learn about common pitch elements and formats, and create a pitch deck, elevator pitch script, and video for their business opportunity.