

ESB Prep!

Powered by NFTE



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.

Program Content

- **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 explore sales channels (physical and digital), the elements of a sales process, and how to identify an effective method for selling their product or service. They explore the process for setting and achieving marketing goals, examine how to address the 5 P's of marketing, and create their own marketing and sales plans.
- **Customer Segments and Promotional Channels**
Students learn about market and customer segments and create a customer segment profile for their marketing campaign. They explore the promotional mix and use of key metrics to evaluate promotional channels' effectiveness, and then create their own promotional campaign for customer acquisition and retention.
- **Business Costs, Delivering Products & Services, and EOU Economics**
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.



Network for Teaching
Entrepreneurship

Get Started with ESB Prep!

Contact us at ProgramInquiry@nfte.com or (212) 232-3333 to learn more about this life-changing program.

Network for Teaching Entrepreneurship (NFTE) is a global nonprofit organization that provides high-quality entrepreneurship education to middle and high school students from under-resourced communities, as well as programs for college students and adults. NFTE reaches 50,000+ students annually in 25 states across the U.S. and offers programs in 18 additional countries. We have educated more than a million students through in-school, out-of-school, college, and summer camp programs, offered in person and online. Since our founding in 1987, NFTE has built an impressive track record of outcomes. NFTE course completers are highly engaged in education, employment, and entrepreneurial activities. To learn more about how we are promoting inclusive capitalism and building the next generation of diverse entrepreneurs, visit nfte.com.