Overview

Program Year: 2023-2024

Beth Gregg, Development Director, NFTE Mid-Atlantic, BethG@nfte.com
Network for Teaching Entrepreneurship (NFTE) ignites the entrepreneurial mindset with unique learning experiences that empower students to own their futures.

- Focus on young people ages 11 to 24 in under-resourced communities
- Work in school districts with free and reduced lunch (FRL) eligibility rate of 50%+
- Majority of partner schools average 70%-80% FRL rates

nfte.com
### Activating the Entrepreneurial Mindset

NFTE empowers youth to approach the world with an **innovator’s eye and a founder’s grit**, not only during the NFTE course but for the rest of their lives. **An entrepreneurial mindset prepares young people for success throughout life.**

<table>
<thead>
<tr>
<th>Initiative &amp; Self-Reliance</th>
<th>Flexibility &amp; Adaptability</th>
<th>Communication &amp; Collaboration</th>
<th>Creativity &amp; Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The power to take ownership without input or guidance and to work through obstacles independently.</td>
<td>The ability and willingness to change actions and plans to overcome present and future challenges.</td>
<td>The ability to clearly express ideas to an intended audience, including persuading others to work towards a common goal.</td>
<td>The ability to think of ideas and create solutions to problems without clearly defined structures.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Future Orientation</th>
<th>Critical Thinking &amp; Problem Solving</th>
<th>Opportunity Recognition</th>
<th>Comfort with Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>An optimistic disposition with a focus on obtaining the skills and knowledge required to transition into a career.</td>
<td>The process of applying higher-level, process-oriented thinking skills, and of transitioning that reasoning to decision making.</td>
<td>The practice of seeing and experiencing problems as opportunities to create solutions.</td>
<td>The capacity to move forward with a decision despite inevitable uncertainty and challenges.</td>
</tr>
</tbody>
</table>

In partnership with the *Educational Testing Service (ETS)*, NFTE has developed the **Entrepreneurial Mindset Index** – a valid assessment to measure mindset growth. We thank **EY** for its signature support of this effort.
Impact & Outcomes
NFTE students apply the entrepreneurial mindset—succeeding in the workplace, starting businesses, and furthering their education.

96% of NFTE seniors are on track to graduate high school on-time compared to less than 80% among their peers.

Female NFTE students show larger gains from pre- to post-EMI than their male counterparts.

1 in 4 NFTE alumni have started at least one business.

NFTE students significantly increased their overall entrepreneurial mindset compared to their non-NFTE peers.

Alumni earn more and report high rates of satisfaction

Alumni earn 10% more

3 out of 4 are satisfied with their careers

33.1% of respondents are very satisfied, and 42.2% are satisfied, with their careers.

Alumni earn 10% more despite coming from low-income communities (among respondents who are full-time salaried employees).
NFTE’s Pathway programs activate the entrepreneurial mindset through **authentic experiential learning**. All programs are rooted in a **project-based** learning model that integrates **digital tools** and **lean startup** methodology. Students come up with their own original business idea, create a sustainable business model and plan, and pitch to a panel of expert judges.

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Introductory</th>
<th>Intermediate</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IN-SCHOOL PATHWAY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>World Series of Innovation</td>
<td><strong>Startup Tech</strong></td>
<td><strong>Entrepreneurship 1</strong></td>
<td><strong>Entrepreneurship 2</strong></td>
</tr>
<tr>
<td>(online experience)</td>
<td><strong>Exploring Careers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Entrepreneurship Essentials</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OUT OF SCHOOL</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Start It Up!</strong></td>
<td><strong>BizCamp</strong></td>
<td><strong>Startup Summer Founders Forum</strong></td>
<td></td>
</tr>
<tr>
<td><strong>ESB Prep!</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NFTE students can also prepare to take Intuit and Adobe certification exams demonstrating mastery of Quickbooks, Design For Delight, Photoshop, InDesign, and more.

Students who complete Entrepreneurship 1 and 2 courses are prepared to take the Certiport Entrepreneurship and Small Business exam for certification. The NFTE curriculum is Certiport-recommended.
Entrepreneurial Teacher Corps

• **Train-the-Trainer Model**: educators are at the center of all NFTE programs

• **NFTE University Teacher Training**: 2-4 day intensive initial training

• **Professional Development**: Professional Learning Communities, webinars and workshops to share new entrepreneurship content and industry topics, and regular office hours with NFTE staff

• **Leadership Opportunities**: Lead Teachers take on leadership roles within the NFTE Teacher Corps to support on training, peer-to-peer support

• **Recognition**: top-performing NFTE educators receive recognition and incentives

• **Entrepreneurship Education Summit**: national conference for educators, policymakers, field practitioners
Volunteerism (in person and virtual)

Volunteering with NFTE students is a rewarding experience. Volunteers increase learning and impact. **Students who work with volunteers score 9% higher on the NFTE program knowledge assessment!**

53% of alumni who launched a business are still in touch with at least one volunteer from their NFTE experience.

81% of alumni said volunteer experience was helpful to their lives outside of NFTE and entrepreneurship.

**Guest Speaker**
Share your professional development story, lead a career awareness session or teach a specific lesson as a subject matter expert to highlight business concepts and inspire innovative ideas.

Sessions may be individual or panel discussions.

**Coach & Advisor**
Help students strengthen various aspects of their business canvas and pitch deck, hone financials and marketing plans, practice presentation skills, and work through other individual challenges.

Sessions may be individual or panel discussions.

**Events & Field Trips**
Host students at your company to connect the classroom to workforce pathways; participate in Innovation Days and Youth Entrepreneurship Summits.

Typically includes guest speaking, workshops, coaching sessions.

**BizPlan Judge**
Panels of business professionals evaluate business pitches (the final demonstration of learning), provide feedback on content and delivery and network with students.

Classroom, regionals, nationals.
NFTE Program Components

- Publicly Presented Product
- Driving Question or Knowledge
- Feedback and Revision
- Student Voice and Choice
- Inquiry and Innovation
- Need to Know
- 21st Century Skills
- Gold Standard Project-Based Learning (PBL)

Lean Startup Practices:

1. Build
2. Measure
3. Learn

Blended Learning:

- Face-to-Face Learning
- Digital Tools
Youth Entrepreneurship Challenge Series

- Cash prizes awarded annually to the top student entrepreneurs at the classroom, school/district, regional, national, and global levels.
- Students prepare business plans and pitches with support from teachers and volunteer business coaches. Judges from the business community provide feedback and encouragement.
- Winners at the classroom and school level earn opportunity to advance to regionals, nationals, and the World Youth Entrepreneurship Challenge.
- The 2022-23 series will offer virtual rounds (quarter- and semi-finals) and in-person (finals).
- Competition judges and speakers have included business leaders and entrepreneurs, such as Sarah Kauss, founder of S’well, Daymond John, FuBu founder and Shark Tank star, Jamie Siminoff, founder of Ring, and Saweetie, rapper and philanthropist.
46 youth businesses pitched in front of a panel of judges; the top three competed during the final round on Tuesday, October 3, 2023.

Final Pitches included:

- **1st place: Raneem Al Suwaidani, 17**, a student from The Met School in Providence, RI presented Lilypad, a food truck rental opportunity for BIPOC entrepreneurs testing culinary concepts in a low-cost, risk-free environment.

- **Runner up: Ashley Cruz Suarez, 14**, a student from Florence Nightingale Middle School in Los Angeles, CA presented Re-Fi, which makes clothing from user-donated textiles and allows customers to shop on their app and online with points they earn each time they donate material.

- **Runner up: Sarai Umansor Morales, 17**, a student from Palm Beach Gardens Community High School in Lake Worth, FL presented Fiery, a business that eliminates recyclable aluminum waste by creating car rims that are affordable, high-quality, and accessible to all car owners.

In case you missed it: [watch replay of the National Challenge](#).
NFTE’s Global Reach

North / Central America
- U.S.A.
- Canada
- Bermuda
- Mexico
- Dominican Republic

South America
- Argentina

Europe
- U.K.
- Ireland
- Belgium
- Germany
- Austria
- Greece
- Cyprus

Middle East / Africa
- Qatar
- Tunisia
- Morocco
- Turkey
- Israel
- Palestine

Asia Pacific
- China
- Japan
- India
- Philippines
- Singapore
- Pakistan
- Indonesia
- Japan
- Philippines
- Singapore

North / Central America
- United States
- Canada
- Bermuda
- Mexico
- Dominican Republic

South America
- Argentina

Europe
- United Kingdom
- Ireland
- Belgium
- Germany
- Austria
- Greece
- Cyprus

Middle East / Africa
- Qatar
- Tunisia
- Morocco
- Turkey
- Israel
- Palestine

Asia Pacific
- China
- Japan
- India
- Philippines
- Singapore
- Pakistan
- Indonesia
- Japan
- Philippines
- Singapore

NFTE Mid-Atlantic Program Reach Snapshot

**SY23-24 Goals**

- **Students**: 3,000
- **Districts**: 13
- **Schools & Partners**: 50
- **Teachers**: 70

---

**Race/Ethnicity**

- Latino: 31%
- Black: 29%
- White: 9%
- Asian, Other, and More Than One Ethnicity: 31%

**Grade Level**

- 5–8: 23%
- 9–10: 37%
- 11–12: 40%

**FRL Eligible**

- Yes: 74%
- No: 26%

**Gender**

- Male: 56%
- Female: 41%
- 3% Non-binary or prefer not to answer
NFTE Mid-Atlantic Projected Program Partners: Pennsylvania, Connecticut and Tri-State

NEW YORK STATE
Peekskill High School – Peekskill Public Schools
Yonkers Partners in Education – Community-Based Org
Intellectus Preparatory Charter School – Mount Vernon Schools

NEW JERSEY
McKinley Elementary School – Newark Public Schools
Jewish Renaissance Foundation @ Perth Amboy High School
Orange Prep High School – Orange Public Schools

PENNSYLVANIA
School District of Philadelphia – Summer 2023 BizCamp
1 Philadelphia | University City Science Center
Collegium Charter School in Exton
Pittsburgh Sci. and Tech. Academy – Pitt. Public Schools
Braddock Hills High School – Propel Charter Schools
Bangor Area High School
New CBO FTC Teen Center in Berwick
Mastery Charter Schools
• Hardy Williams Campus
• Thomas Campus
• Pickett Campus
• Camden Campus
• Shoemaker Campus

CONNECTICUT
Stamford High School – Stamford Public Schools (SPS)
Westhill High School - SPS
Academy of Info. Tech. & Engineering High School – SPS
Future 5 – Community-Based Org

Hill Regional Career High School – New Haven Public Schools (NHPS)
Chapel Haven Schleifer Center, Inc. - New Haven
The Sound School – NHPS
James Hillhouse High School – NHPS
NFTE Mid-Atlantic Projected Program Partners: New York City

**Manhattan**
Business of Sports School
High School of Economics and Finance
University Neighborhood High School
Inwood Academy for Leadership Charter School
Harvest Collegiate High School
SEO Scholars – (CBO)
Brotherhood Sister Sol (CBO)

**Queens**
Academy of Finance of Enterprise
JHS 217 Robert Van Wyck Middle School
Queens Preparatory Academy
Frederick Douglas Academy VI High School
New York Junior Tennis and Learning (CBO)
ASPIRA of New York (CBO)

**Bronx**
Atmosphere Academy Charter High School
University Heights High School
J.M. Rapport School for Career Development
Passages Academy – Horizons - D79

**Brooklyn**
Brooklyn/Queens Young Adult Borough Centers
Brooklyn High School of the Arts
Passages Academy – Crossroads - D79
PS 287 Dr. Bailey K. Ashford Elementary School
NFTE Alumni Network

Alumni get connected with exclusive opportunities following their NFTE student experience which provide venues for alumni to leverage their entrepreneurial mindset. We offer a network of support to connect alumni to their peers, business and startup communities, and opportunities such as NFTE’s Founders Forum, internships, and exclusive scholarships.

College – Scholarships & academic opportunities

Career – Internships & professional opportunities

Startup – Incubators, Mentors, & guidance on launching your business
# Mid-Atlantic Advisory Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adam VeVerka</td>
<td>Co-Chair, Partner, Business Development</td>
<td>NewSpring</td>
</tr>
<tr>
<td>Noelle Calautti</td>
<td>Co-Chair, Managing Director</td>
<td>EY</td>
</tr>
<tr>
<td>Scott A. Snyder</td>
<td>Vice Chair, Chief Digital Officer</td>
<td>EVERSANA</td>
</tr>
<tr>
<td>Sean Barker</td>
<td>Vice President</td>
<td>AB Bernstein</td>
</tr>
<tr>
<td>Alex Brown</td>
<td>Corporate Strategy Manager</td>
<td>AB Bernstein</td>
</tr>
<tr>
<td>Ryan Carrozzi</td>
<td>Executive Director, Audit</td>
<td>AB Bernstein</td>
</tr>
<tr>
<td>Cheryl Gentry</td>
<td>CEO &amp; Co-Founder</td>
<td>Glow Global Events</td>
</tr>
<tr>
<td>Charles Jacobson</td>
<td>Partner</td>
<td>CFGI, LLC</td>
</tr>
<tr>
<td>Adam J. Kirsch</td>
<td>Senior Manager</td>
<td>West Monroe Partners</td>
</tr>
<tr>
<td>Shawn Leventhal</td>
<td>Founder</td>
<td>Jump In Networks</td>
</tr>
<tr>
<td>Yajaira Lopez</td>
<td>Head of Branch Banking</td>
<td>Santander Bank</td>
</tr>
<tr>
<td>Milan Patel</td>
<td>CEO</td>
<td>Inspiroz</td>
</tr>
<tr>
<td>Frances R. Pierce</td>
<td>Chairman and CEO</td>
<td>Data Systems Analysts, Inc.</td>
</tr>
<tr>
<td>Antuan Santana</td>
<td>Consultant</td>
<td></td>
</tr>
<tr>
<td>Judy Stewart</td>
<td>CEO</td>
<td>Creative Sense, Inc.</td>
</tr>
<tr>
<td>Barrett Stokes</td>
<td>Managing Director and Business Team Leader</td>
<td>Webster Bank</td>
</tr>
<tr>
<td>James Uehlingier</td>
<td>Executive Vice President, Director of Retail Banking</td>
<td>New England North</td>
</tr>
<tr>
<td>Eugenia Vecchio</td>
<td>Attorney &amp; Owner</td>
<td>Eugenia M. Vecchio &amp; Associates</td>
</tr>
<tr>
<td>Holly Wallace</td>
<td>Managing Director &amp; Senior Financial Advisor</td>
<td>Merrill Lynch</td>
</tr>
</tbody>
</table>
## Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael J. Kacsmar, Chair</td>
<td>Partner</td>
</tr>
<tr>
<td></td>
<td>EY</td>
</tr>
<tr>
<td>Kyle Garman, Vice Chair</td>
<td>SVP, Global Business Development</td>
</tr>
<tr>
<td></td>
<td>SAP SE</td>
</tr>
<tr>
<td>Alexis Jeffries</td>
<td>Head of Business Product Marketing</td>
</tr>
<tr>
<td></td>
<td>Glassdoor</td>
</tr>
<tr>
<td></td>
<td>Adjunct Professor</td>
</tr>
<tr>
<td></td>
<td>USC Marshall School of Business</td>
</tr>
<tr>
<td>J.D. LaRock</td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td></td>
<td>NFTE</td>
</tr>
<tr>
<td>Sandra Rosa</td>
<td>Chief Human Resources Officer</td>
</tr>
<tr>
<td></td>
<td>Syniverse</td>
</tr>
<tr>
<td>Patricia Alper</td>
<td>President</td>
</tr>
<tr>
<td></td>
<td>The Alper Portfolio Group</td>
</tr>
<tr>
<td>Tony Frazier</td>
<td>Corporate Board Member and Former Executive Vice President at Maxar Technologies</td>
</tr>
<tr>
<td>Pam Habner</td>
<td>Head of U.S. Branded Cards</td>
</tr>
<tr>
<td></td>
<td>Citi</td>
</tr>
<tr>
<td>Anthony Salcito</td>
<td>Chief Institution Business Officer</td>
</tr>
<tr>
<td></td>
<td>Nerdy</td>
</tr>
<tr>
<td>David Wellisch</td>
<td>CEO &amp; Co-Founder</td>
</tr>
<tr>
<td></td>
<td>Collage Group</td>
</tr>
<tr>
<td>Tucker York</td>
<td>Global Head, Goldman Sachs Wealth Management</td>
</tr>
<tr>
<td></td>
<td>Goldman Sachs &amp; Co. LLC</td>
</tr>
</tbody>
</table>
Thank You

For more information:
Beth Gregg, Development Director, NFTE Mid-Atlantic
BethG@nfte.com

www.nfte.com