



# Entrepreneurship 1: *From Ideation to Opportunity Pitch*

## Overview

In NFTE's Entrepreneurship 1 course, students use their entrepreneurial skills and mindset to evolve an innovative solution to a problem into a validated business opportunity. By taking a lean startup approach in researching and testing their ideas, students activate entrepreneurial mindset behaviors that will help them in college and careers. This course is aligned to the [Common Career Technical Core Standards for Business Management Administration](#) and the [National Content Standards for Entrepreneurship Education](#).

## Program Details

### Program Requirements and Recommendations

- Grades 9-12
- Full-year course implementation
- Pre-requisite: [Startup Tech](#), [World Series of Innovation](#), or [Venture](#) (suggested)

### Student Pitch Competition

- Students use the lean business model canvas to ideate and test a potential business opportunity using lean startup methodologies.
- Students develop business plan artifacts and executive summary to support their opportunity. They then pitch their opportunity to a panel expert judges for the chance to win funding.
- Top teams move on to regional competitions, with a chance to qualify for NFTE's National Youth Entrepreneurship Challenge.

### Volunteer Support

- Volunteer business plan coaches work with students to refine their business plans
- Expert judges provide feedback and evaluation during student business plan competitions
- Guest speakers provide a critical link to real-world business insights

### Teacher Support

- Teachers participate in three days of in-person, pre-service training and receive on-going professional development opportunities throughout the academic year.

### 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

Completed lean business model canvas and opportunity pitch slide decks assessed through teacher and judge rubrics

#### Employability Skills

Entrepreneurial mindset evaluated through performance tasks, NFTE Opportunity Pitch Competition, and NFTE's Entrepreneurial Mindset Index (EMI), a formative assessment of students' noncognitive skill growth over the experience

#### Technical Skills

Content-focused pre and post assessments and mid-year exam



## Program Content

- **Introduction to Entrepreneurship 1**

Students get an engaging look at what it means to think and act like an entrepreneur in a series of four challenges —each designed to activate two of the eight domains of the entrepreneurial mindset. At the end of the module, students learn about the characteristics of an entrepreneur before doing their own self-assessment of their own entrepreneurial potential.

- **Developing an Entrepreneurial Mindset**

Students learn what it means to solve problems like an entrepreneur. They learn how entrepreneurs provide business solutions to problems held by individuals, as well as social problems facing the global community.

- **Testing an Opportunity**

Students learn about the difference between an idea and a true business opportunity. Instruction takes students through the process of validating their business solution through market research with an emphasis on lean startup methodologies, testing assumptions, and iterative design.

- **Building a Competitive Edge**

Students learn about basic economic principles and the role that plays in the success of a business. Students will also assemble competitor profiles and a competitive matrix to determine their unfair advantage within their industry.

- **Creating Your Biggest Fans**

Students look at the importance of assembling a marketing plan and approaches to assembling customer profiles for their main customer segments. With a focus on modern and cost-effective strategies, students put together their planned channels to customers and the key metrics they will use to measure the effectiveness of these channels.

- **Making a Profit**

Students learn about the various expenses incurred by a business and how entrepreneurs do an analysis of profit per sale to help predict the overall profitability of the business itself. This unit teaches students how to calculate markup in a distribution channel, their profit per sale after their variable expenses, and a break-even analysis against their ongoing fixed expenses.

- **Opportunity Pitch Competition**

Students use their lean canvas and business plan artifacts to put together an opportunity pitch deck. Students prepare and pitch their potential business opportunities to judges in competitions.

- **Pivot or Persevere**

Students debrief on the competition and have the opportunity to make adjustments to their lean canvas based on judges' feedback. Students also think about their own post-secondary pathway to success, and how their business opportunity could be a stepping stone for all college and career aspirations.



## Contact Us

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