



Help learners build their  
**Entrepreneurial Mindsets**  
**Business Acumen**  
**Future Success**

# Start It Up!

Powered by NFTE

NFTE is nurturing the next generation of diverse entrepreneurs and building a world with more equitable access to economic opportunities for all. The Start It Up! program is a suite of curriculum and enhanced services that help education and workforce development organizations deliver engaging entrepreneurship education and effective skill-building programming.

**Through the *Start it Up!* experience, students:**

- Learn to think creatively about how to leverage their skills and talents to create a new business or level up a side hustle
- Work through the process of refining business ideas and initial planning to viable concepts with executable next steps
- Take control of their lives with the knowledge and tools to act entrepreneurially in their own businesses and in a global career market where innovation and problem solving are key

## Key Benefits of *Start It Up!*

- Provides strategic and customized hybrid, online and in-person delivery solutions through a digital curriculum experience, that emphasizes adapting an Entrepreneurial Mindset.
- Increases social capital and network development by connecting participants with NFTE's professional network
- Prepares participants to acquire an Entrepreneurship and Small Business (ESB) credential through Certiport, a Pearson Vue division
- Leverages stronger outcomes in career pathway training by building foundational skills and transferrable knowledge for in-demand careers with sustainable wages
- Supports effective Workforce Innovation and Opportunity Act (WIOA) Youth and Young Adult programming

# Start It Up!

Our digital curriculum is housed on the Canvas LMS platform. In the *Start it Up!* course, you will develop an entrepreneurial mindset as you build and test your own business ideas to create a valid business opportunity. You will learn the basics needed to build a business model for your idea, pitch it, and launch. **Topics Include:**

**Intro to Entrepreneurship**

**Lean Business Canvas**

**Ideation and Sources of Opportunity**

**Evaluating Opportunities**

**Lean Market Research and your MVP**

**Providing Value to Customers**

**Competitive Advantage**

**Marketing a Business**

**Targeting a Customer Segment**

**Promotional Channels**

**The Cost of Doing Business**

**Delivering Products and Services**

**The Economics of One Unit of Sale**

**Financing a Startup**



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**Network for Teaching  
Entrepreneurship**

## About NFTE

The Network for Teaching Entrepreneurship (NFTE) activates the entrepreneurial mindset, teaches essential career and business startup skills, and develops increased agency among learners, all of which prepare learners for the dynamic future of work. NFTE currently operates in 25 U.S. states and 12 countries, serving more than 100,000 students annually through a range of secondary schools, colleges, and community-based organizations. Since our founding in 1987, NFTE has reached more than 1.2 million learners and built an impressive track record of outcomes. NFTE course completers are highly engaged in education, employment, and entrepreneurial activities.