



Certification Prep for Grades 6–12

The new *ESB Prep* course delivers NFTE's award-winning curriculum, activating students' entrepreneurial mindset while they learn the fundamentals of entrepreneurship and running a small business. Students are led through selecting an original business idea and the core principles for starting and running it.



- ✓ Prepare for success on Certiport's **Entrepreneurship and Small Business (ESB) Certification Exam**
- ✓ 18 digital lessons with built-in activities, quizzes, and test prep
- ✓ 30–40 hours of flexible instruction

Program Content At-A-Glance:

- Intro to ESB and the Entrepreneurial Mindset
- The Lean Canvas and Design Thinking
- Identifying Business Ideas & Turning Them Into Opportunities
- Lean Market Research and Competitive Advantages
- Marketing and Selling Products or Services
- Customer Segments and Promotional Channels
- Business Costs, Delivering Products & Services, and EOU Economics
- Financing and Running a Startup
- Elevator Pitch



getstarted@nfte.com

About NFTE:

Network for Teaching Entrepreneurship (NFTE) ignites the entrepreneurial mindset with unique learning experiences that empower students to own their futures. A global nonprofit founded in 1987, NFTE provides high-quality entrepreneurship education to middle school, high school and postsecondary students. NFTE has educated more than a million students, delivering our programs in school, out of school, in-person, online, or through hybrid models. Visit nfte.com to learn more.