



## NFTE Venture - Explore Your Inner Entrepreneur

*NFTE Venture - Entrepreneurial Expedition™* guides students through their personal journey to become an entrepreneur. While starting a food truck business, students learn to make informed business decisions about their product, pricing, hiring, marketing, and even their business pitch for a potential investor.

At the end of *Venture*, each student leaves with their own e-Portfolio – a dynamic, visual representation of their personalized business plan and personal career goals. *Venture* can be integrated into unit plans and used during class time, as a capstone project, or in a flipped classroom.

**Recommended Grade Level:** 7-10

**Total Modules:** 3 (30-45 minutes each)

**Total Time:** 1.5-2 hours

**Subject Fit:** Business, CTE, Entrepreneurship & Marketing, or Social Studies

**Standards Alignment:** Common Core ELA, Common Core Math, State Academic Social Studies and ELA

### Key Highlights

As a teacher, you receive:

- Real-time student assessment reports on your teacher dashboard
- Detailed standards alignment guide with your state-specific standards
- Answer Keys for all assessments
- Supplemental lesson plans

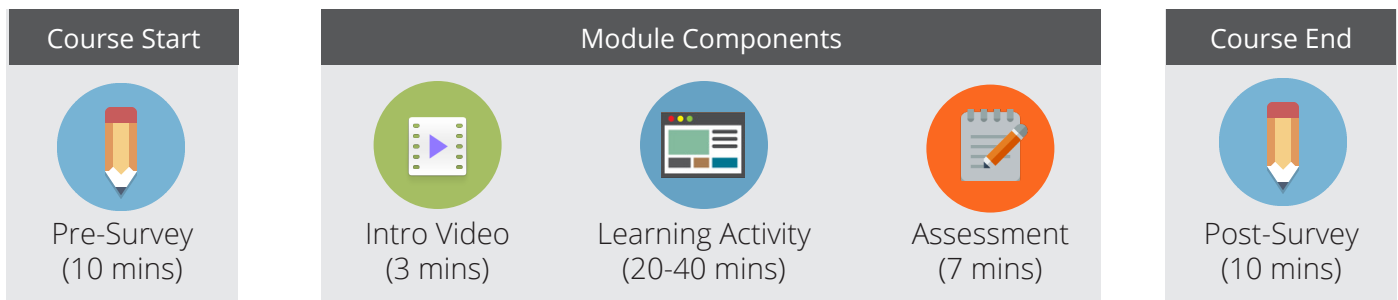
Your students will receive:

- Lessons in entrepreneurship that will help them build applicable business skills
- Developing an “entrepreneurial mindset” to think critically and solve real world challenges
- A summative E-Portfolio for their food truck business
- Immersive, interactive learning experience



*Advice from Real-Life Entrepreneurs*

### NFTE Venture Course Flow



# EverFi Course Elements

Pedagogy based on the **Universal Design for Learning (UDL)** and **Teach for Understanding (TFU)** frameworks:



Engaging multi-media content for all types of learners



Pre, post, and formative assessments for evidence-based learning



Certificate-based skill development

## Select Course Modules

### ***Building an Entrepreneurial Team***

A company is only as good as its people. During this module, students must hire complementary employees to create a strong team. Students discover the importance of understanding potential employees' strengths and weaknesses when hiring.

### ***Marketing: Promoting your Business***

As the adage goes, good marketing is worth a thousand great products. In this module, students learn the role promotion plays in the success of a business, from selecting different marketing methods to reaching their target market.

### ***Building your Business Pitch***

There's an art to writing a concise, effective business pitch. In this module, students learn the importance of a well-crafted message, and gain practice revising and delivering their final pitch.



*Your Personalized Business E-Portfolio*

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### Course Module Topic Areas:

- Generating Business Ideas
- Introduction to Market Research
- Building an Entrepreneurial Team
- Growing a Business
- Finances: The Cost of Doing Business
- Marketing: Promoting your Business
- Creating Your Business Pitch

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