

## Entrepreneurial Expedition

Entrepreneurial thinking is a critical skill for the careers of the future. By 2020, at least 40% of America's workforce will be entrepreneurs, freelancers or contractors<sup>1</sup>, and 54% of Millennials either want to start a business or have already done so.<sup>2</sup> The workforce of tomorrow will be more flexible, independent, and entrepreneurial.

As students prepare for their careers in this new economy — as employees or business owners — they will need a very different set of skills than what has been taught in the past. Innovative thinking, creativity, problem solving, and other entrepreneurial traits will be essential for them to succeed.

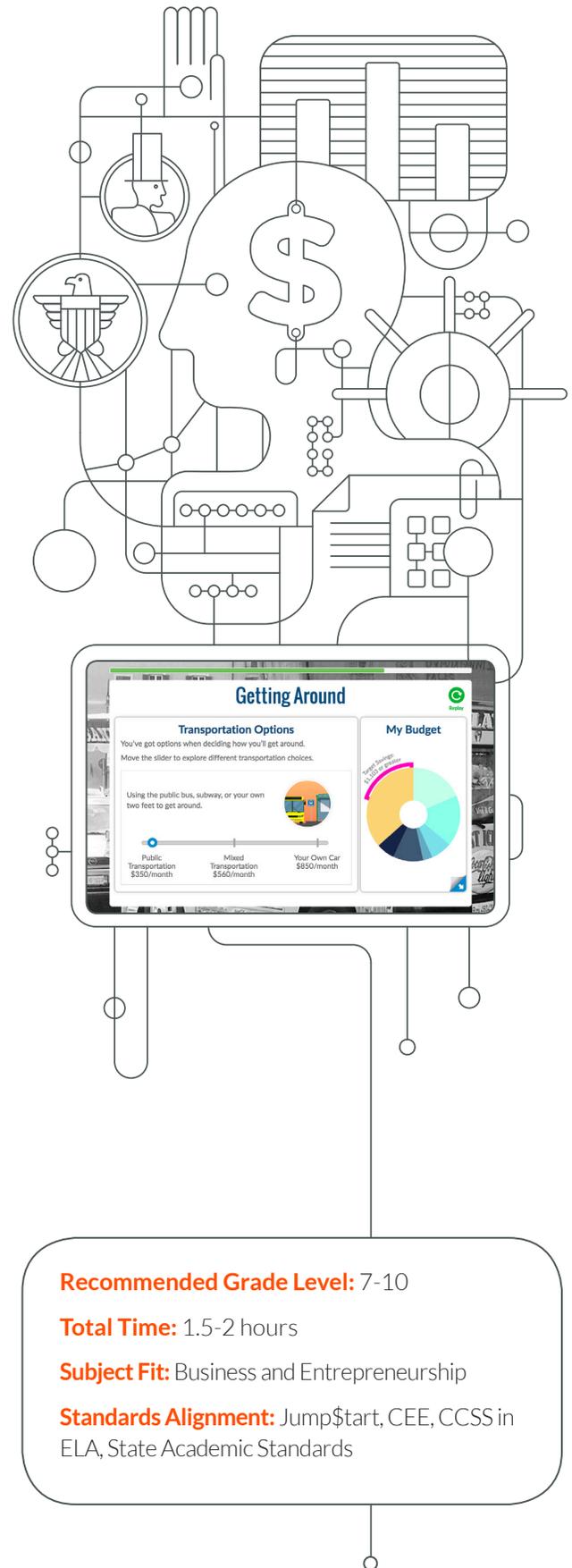
NFTE Venture - Entrepreneurial Expedition uses case studies, interactive business simulations, and personal development activities to teach students how to think entrepreneurially in business and in life.

### Course Highlights

- Interactive, personalized simulation that leads students through the process of building and maintaining a business.
- Scaffolded hints and just-in-time instruction that provide targeted feedback to learners in need.
- Personalized student diagnostic highlighting entrepreneurial characteristics and skills.
- Dynamic "ePortfolio," a visual representation of both students' business plan and personal career goals.

### Course Topics

- Saving startup capital and creating a balanced budget
- Thinking like an entrepreneur
- Building a team and managing a business
- Marketing and promoting a business
- Creating an effective business pitch



## Course Flow



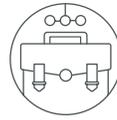
### Lesson 1

Building a Budget & Saving Startup Capital



### Lesson 2

The Entrepreneur in You



### Lesson 3

Recognizing Business Opportunities & Starting Your Business



### Lesson 4

Your Business Snapshot

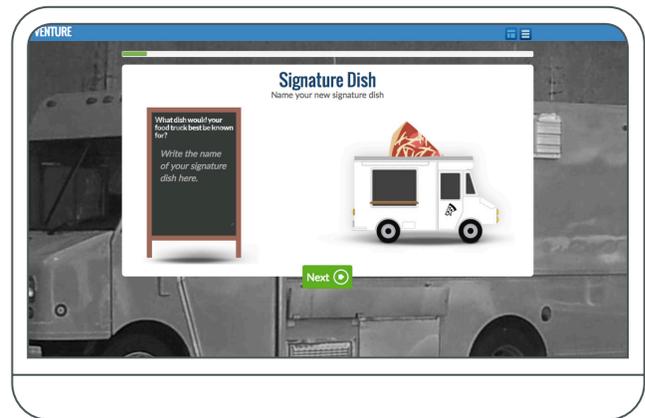
## Learning Activity Highlights

**Creating a Marketing Mix** - In this activity, students learn about the importance of promotion and marketing in creating a successful business. Students explore the specific promotional tools and methods including advertising, visual merchandising, public relations, and sales promotion. Students then select a balanced marketing mix for their business and test it out with their simulated target customers.

**Building a Balanced Budget** - In this activity, students address the personal side of entrepreneurship, connecting the dots between running a business and being responsible with personal finances. Students learn about financial decision making, developing and maintaining a balanced budget, income, taxes, variable and fixed expenses, and how they can apply savings towards starting a new business.

**Recognizing Business Opportunities** - In this activity, students learn the importance of identifying competitors, determining a competitive advantage, and differentiating between business ideas and business opportunities. Students then define a target market and explain the importance of identifying a target market segment.

For more information about bringing this program to your school or district, visit [everfi.com/k-12](http://everfi.com/k-12)



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<sup>1</sup> Emergent Research and Intuit, 2011

<sup>2</sup> Kauffman Foundation, 2011