

# Poll Question

**What is your role in education?**

# Venture

## Entrepreneurial Expedition

Grade Level: 7th -10th

Total Lessons: 4 lessons, 20-25 minutes each

Aligns with Jump\$tart, CEE, Common Core state standards



## At-a-Glance

The modern classroom requires an environment that engages, excites, and prepares. Venture guides students through their own personal journey of becoming an entrepreneur, providing them with the knowledge and skills needed to successfully run a business and craft a personal budget.

## Course Highlights

- Typically based in business classes
- Personalized food truck business simulation
- Create an e-portfolio - a dynamic visual representation of their business pitch and career goals

## Course Topics

- Budgeting and business startup capital
- Growing a business
- Creating your business pitch

# Agenda

- 1 Why Entrepreneurship
- 2 Developing Entrepreneurial Mindset
- 3 Teaching Entrepreneurship
- 4 Getting Started



# ***Why*** **Entrepreneurship?**

*Erica Hart, Senior Schools Manager, Kansas City*

# Poll Question

**What entrepreneurial experiences have you had?**

# Predicting the Future

Experts believe up to 85% of 2030's jobs don't exist yet. We don't know what skills will be needed by the workforce of tomorrow, but we do know that some skills never grow old:

- **Core Curriculum**
- **“Soft” Skills**
- **Transitional Knowledge**
- **Career Exposure**

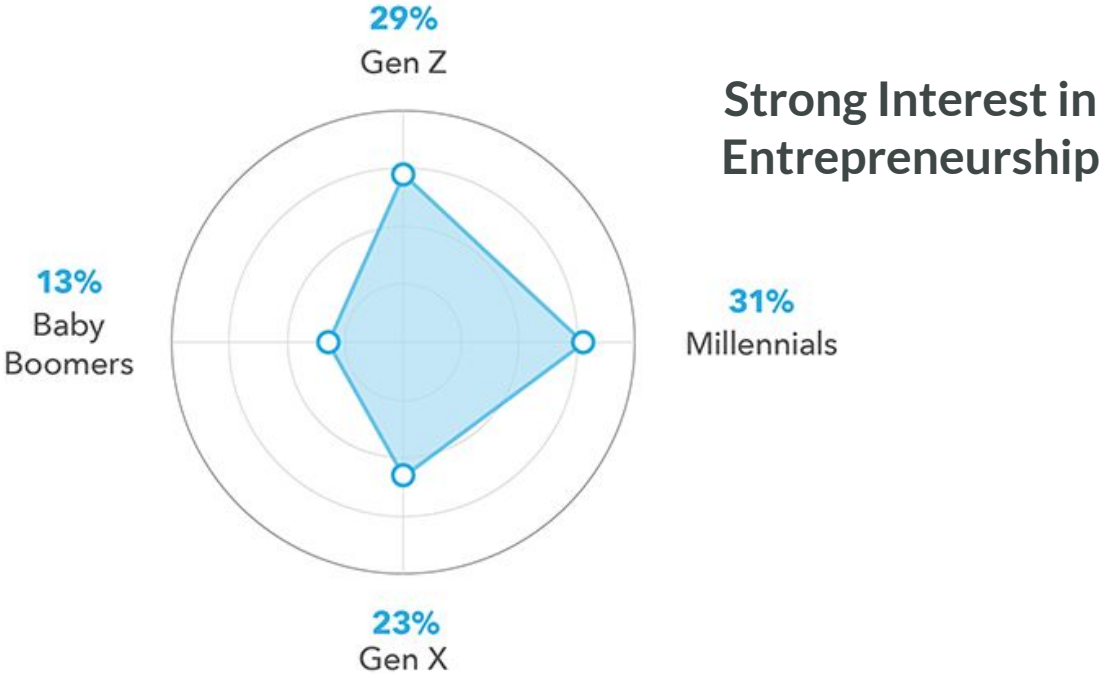
**STEM**  
**Humanities**  
**Social Studies**  
**Arts**

**Networking**  
**Growth Mindset**  
**Resolving Conflict**  
**Teamwork**

**Financial Literacy**  
**Understanding of**  
**Processes & Permits**  
**Self Advocacy**

**Careers -**  
**Exploration**  
**Awareness**  
**Preparation**

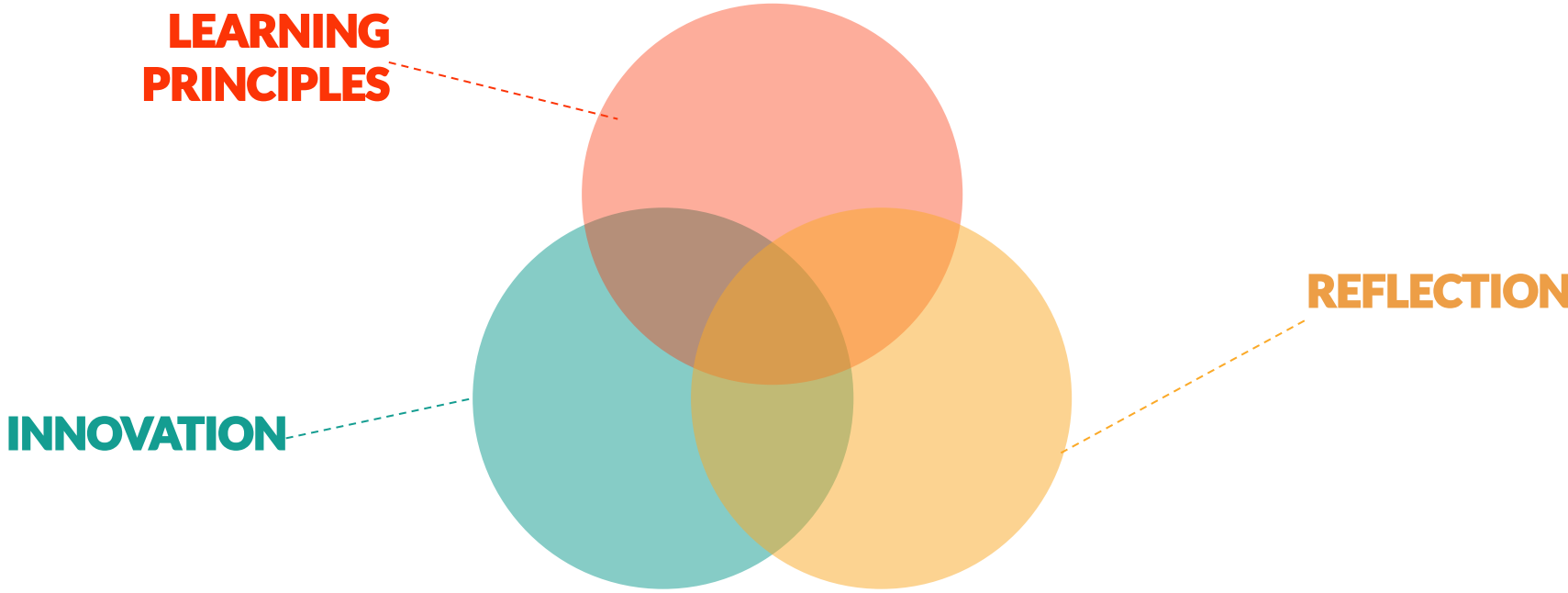
# Growing Up In the Gig Economy



Strong Interest in Entrepreneurship

**Question:** Which of these things are you interested in?  
**Source:** 2019 GlobalWebIndex Report analysis conducted in partnership with Snap Inc., The Youth of the Nations: Global Trends Among Gen Z **Base:** 78,589 internet users aged 16-22, 170,038 internet users aged 23-35, 168,588 internet users aged 36-54, 57,358 internet users aged 55-64

# Effective Entrepreneurial Education





# Deterrents to Student Entrepreneurship

Lack of  
**Experience**



Lack of  
**Funds**



# Developing Entrepreneurial Mindset

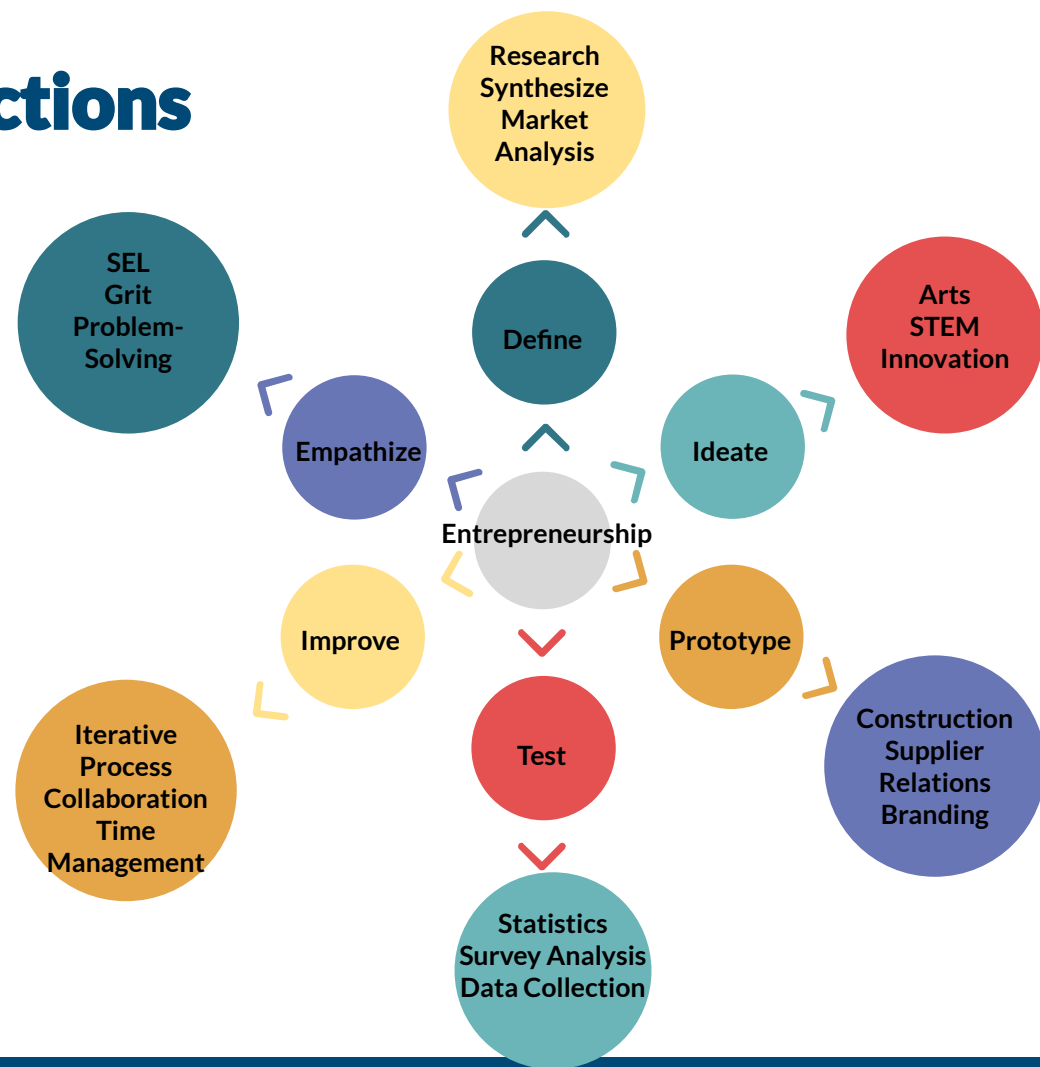
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*Usha Iype, Edison Middle School*

*Patrick Bresnahan, Hubble Middle School*

# Entrepreneurial Connections

- Can be connected to many disciplines and life skills
  - Academic
  - Personal
  - Interpersonal
- Impact on student learning: active - engaged - authentic

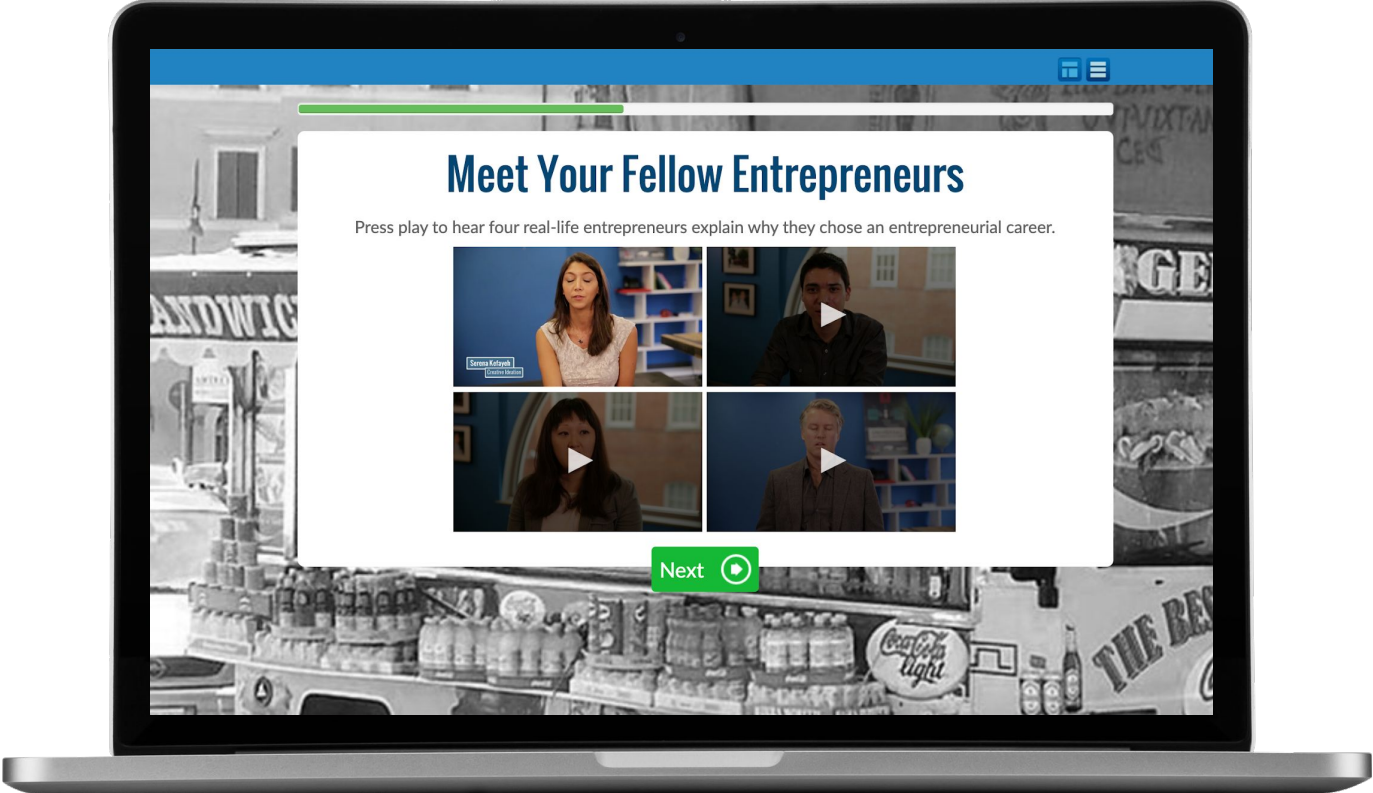


# Are You The Type?

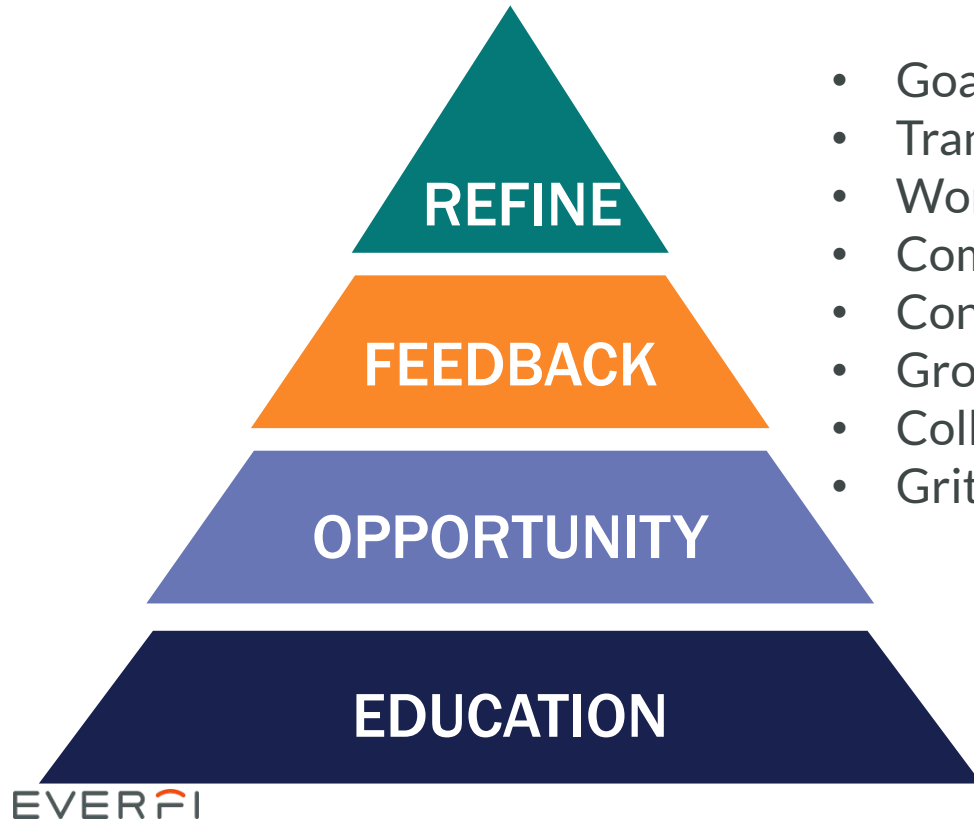


- Would you rather?
- 'Career Exposure
- Leadership

# Entrepreneurship & Career Exploration

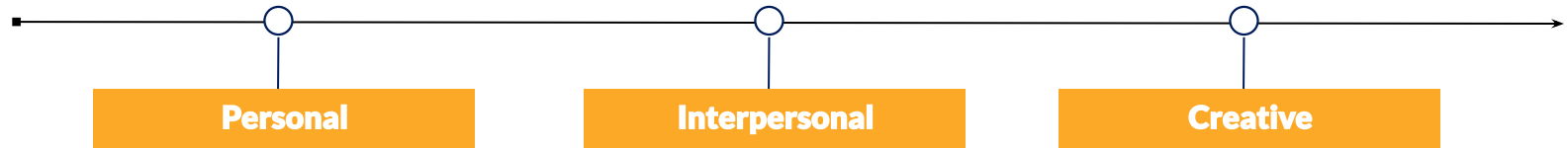


# Empowering Student Leaders



- Goal-setting
- Transparency & Authenticity
- Work Ethic
- Communication
- Conflict Resolution
- Growth Mindset
- Collaboration & Motivation
- Grit / Perseverance

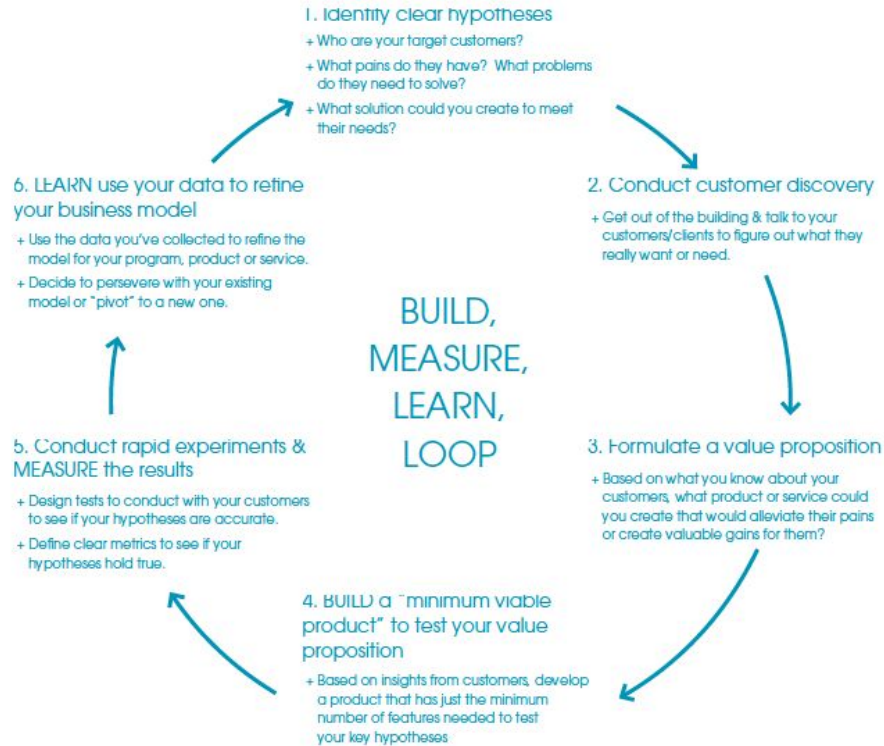
# Are You The Type?



- Would you rather?
- 'Career Exposure
- Leadership

- Build - Measure -  
Learn Loop
- Understanding  
Customers
- Working  
Collaboratively

# Build - Measure - Learn Loop





# Determining Your Target Market



# Connecting Other Phases of Entrepreneurship

## Selecting Your Future Team

Select the future organizational method you'll want to use as your business grows.



## Select A Starting Team

Click to choose a person to cook



# Are You The Type?



## Personal

- Would you rather?
- 'Career Exposure
- Leadership

## Interpersonal

- Build - Measure - Learn Loop
- Understanding Customers
- Working Collaboratively

## Creative

- Ideation
- 30 circles
- Marshmallow Test

# Ideation

## Activities to Promote Ideation

Sketching

Worst  
Possible  
Idea

Braindumping

Co-Creation  
Workshops

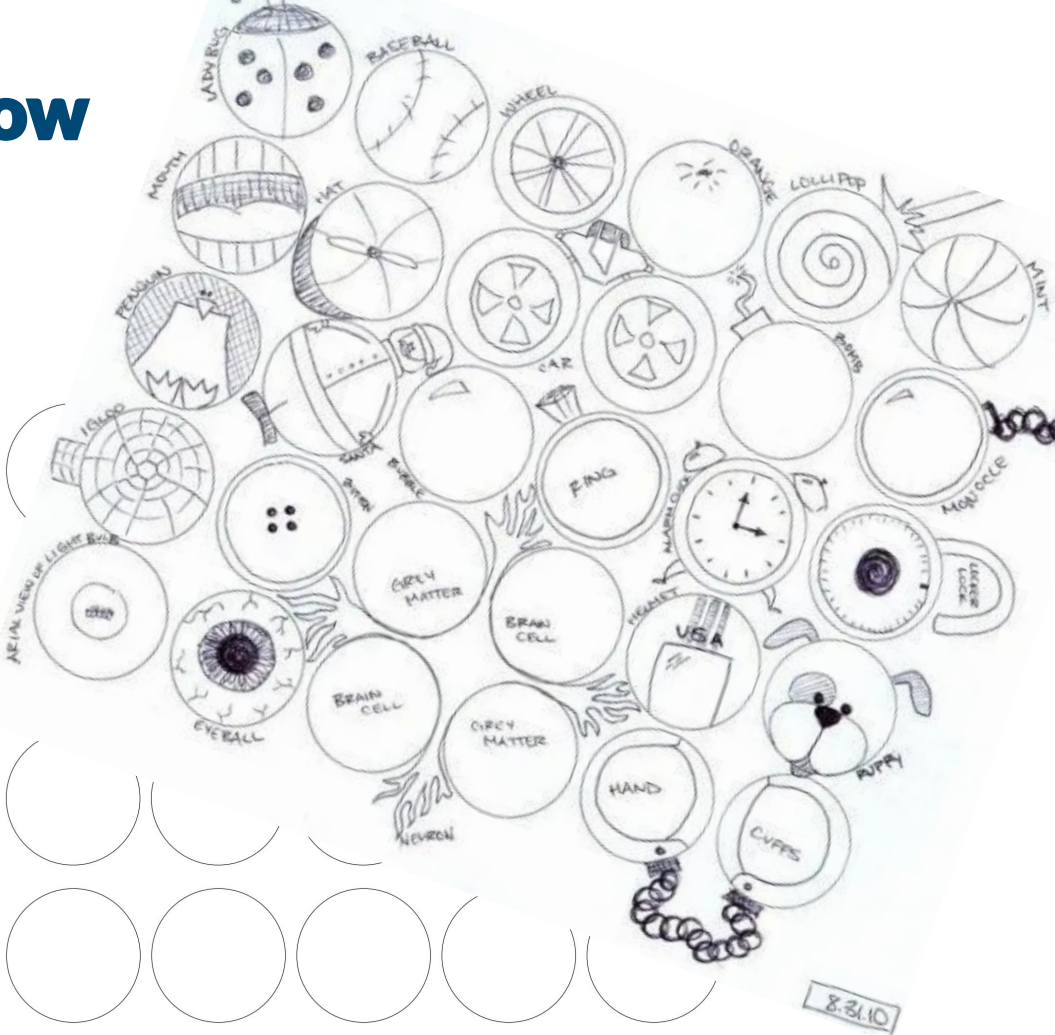
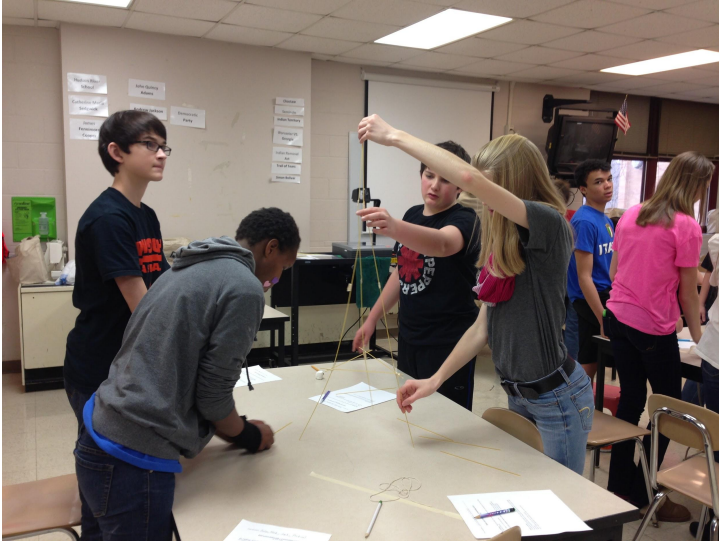
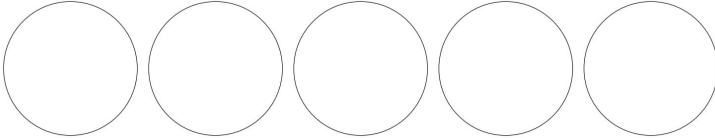
Brainstorming

Challenging  
Assumptions

SCAMPER

Creative  
Pause

# 30 Circles & Marshmallow Challenge



# Poll Question

**Which skills would you most like your students to gain through entrepreneurship education?**



# Defining the Problem

USER	NEED	INSIGHT



# Defining the Problem

USER	NEED	INSIGHT
A student in grade 2 at Patrick Henry Elementary	To have adequate writing utensils throughout the school day	The user frequently forgets writing utensils at home or breaks them in class. They would like utensils that also show off their personality or things they like, however, their parents are not likely to buy these more expensive items for them. Since they are frequently sent to school with extra lunch or snack money, they have some spare money to use weekly.

\_\_\_\_\_ needs to \_\_\_\_\_ because \_\_\_\_\_.

**(User)** **(Need)** **(Insight)**

- Is it narrow?
- Is it informative?
- Is it compelling?
- Is it actionable?

# Creative Problem-Solving



## Thinking Differently

Learning to identify business opportunities takes practice. To do this, let's work some of your creative thinking muscles in shape.

Creative Thinking is a thought process that involves looking at a situation or ways. It is one of the most important skills for an entrepreneurial thinker – a start as a creative idea.

Next 

## Taking The Plunge

What do you think are some of the potential risks and rewards of being an entrepreneur?  
Click below to explore how each area of life is affected by entrepreneurship.



Replay

-  Wealth
-  Time
-  Success/Happiness
-  Success/Control

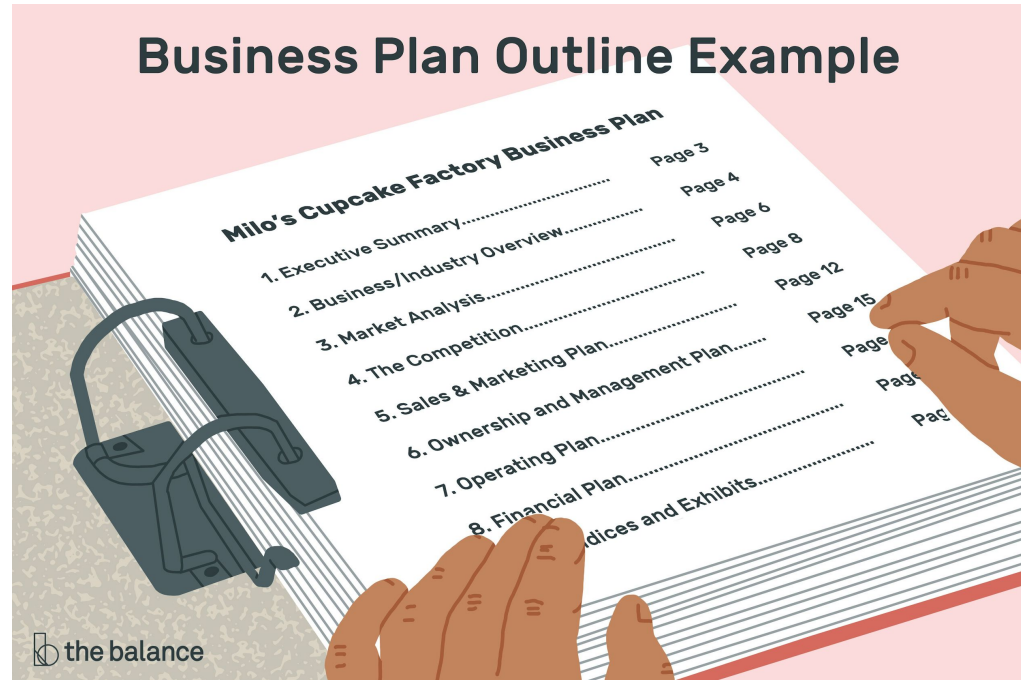
**ADVANTAGES**  
In charge of making decisions

**DISADVANTAGES**  
Unexpected obstacles

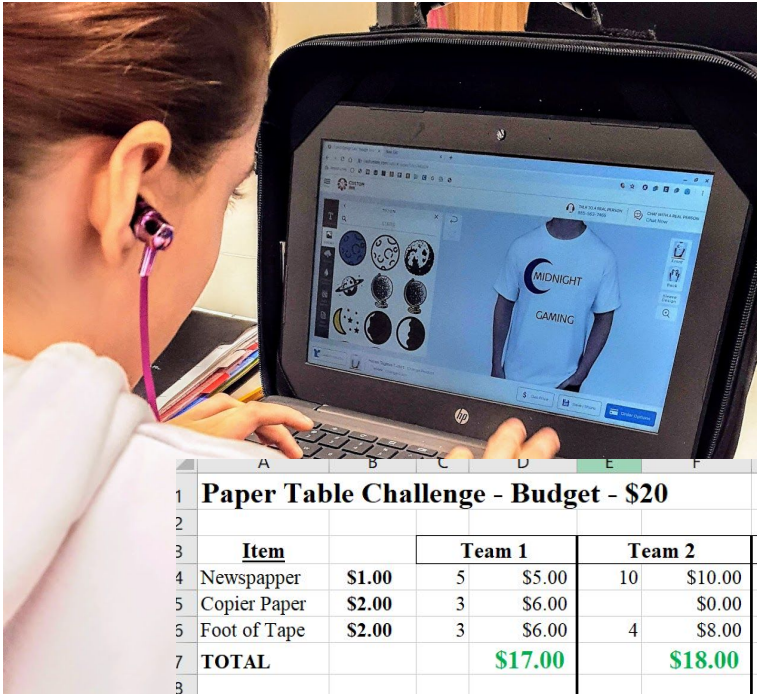
Next 

# Writing the Business Plan

- Proper grammar, cohesive writing
- Thinking through business logistics holistically
  - Market Analysis
  - Sales
  - Operations
  - Financials







# Teaching Personal Finance & Business



What's an...

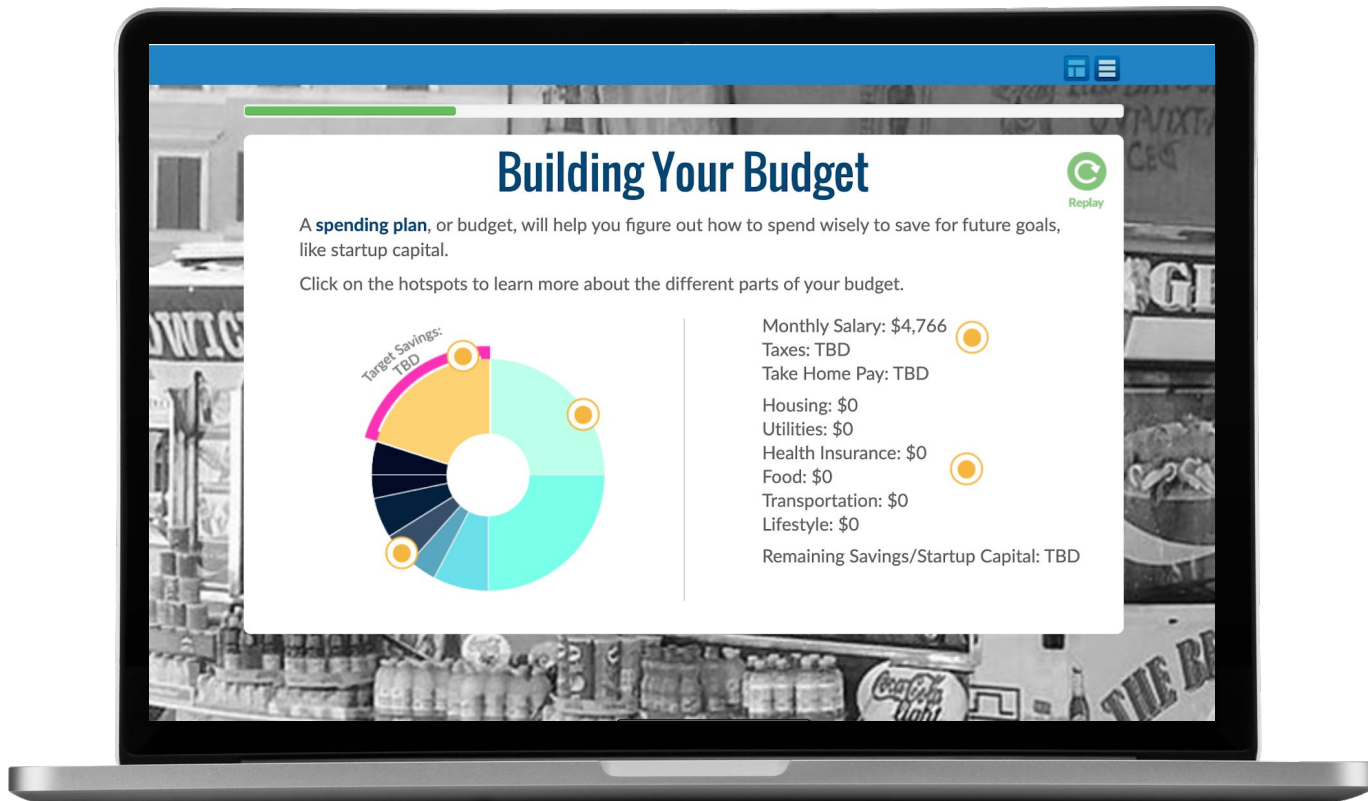
## INCOME STATEMENT

An income statement shows a company's financial performance during a particular period.

 Revenue	\$\$\$
Money a company actually receives during a specific period.	
 Gains	\$\$\$
An increase in the value of an asset or property. Ex: INCOME FROM SALE OF VAN	
 Expenses	\$\$\$
The economic costs a business incurs in order to earn revenue. Ex: WAGES, RENT, UTILITIES, INTEREST PAID	
 Losses	\$\$\$
The portion of an insurance company's reserves set aside for unpaid losses & costs of investigation & adjustment for losses. Ex: SETTLEMENT COST OF CONSUMER LAWSUIT	
Net Income	\$\$\$

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	<b>Paper Table Challenge - Budget - \$20</b>																
2																	
3	<b>Item</b>		<b>Team 1</b>		<b>Team 2</b>		<b>Team 3</b>		<b>Team 4</b>		<b>Team 5</b>		<b>Team 6</b>		<b>Team 7</b>		
4	Newspaper	\$1.00	5 \$5.00	10	\$10.00	6	\$6.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
5	Copier Paper	\$2.00	3 \$6.00	4	\$0.00	5	\$10.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
5	Foot of Tape	\$2.00	3 \$6.00	4	\$8.00	2	\$4.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
7	<b>TOTAL</b>		<b>\$17.00</b>		<b>\$18.00</b>		<b>\$20.00</b>		<b>\$0.00</b>		<b>\$0.00</b>		<b>\$0.00</b>		<b>\$0.00</b>		<b>\$0.00</b>
8																	
9	Books Held	\$5.00	4 \$20.00	1	\$5.00	6	\$30.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
0																	
1	<b>Grand Total</b>		<b>\$3.00</b>		<b>(\$13.00)</b>		<b>\$10.00</b>		<b>\$0.00</b>		<b>\$0.00</b>		<b>\$0.00</b>		<b>\$0.00</b>		<b>\$0.00</b>
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# Teaching Personal Finance & Business

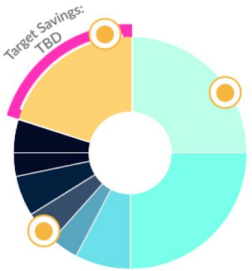


The image shows a laptop screen displaying a web application titled "Building Your Budget". The interface includes a progress bar at the top, a "Replay" button, and a list of budget items. A donut chart on the left shows the distribution of the budget, with a "Target Savings: TBD" label pointing to a pink segment. The background of the application is a grayscale image of a store aisle with various products.

## Building Your Budget

A **spending plan**, or budget, will help you figure out how to spend wisely to save for future goals, like startup capital.

Click on the hotspots to learn more about the different parts of your budget.



Monthly Salary: \$4,766  
Taxes: TBD  
Take Home Pay: TBD  
Housing: \$0  
Utilities: \$0  
Health Insurance: \$0  
Food: \$0  
Transportation: \$0  
Lifestyle: \$0  
Remaining Savings/Startup Capital: TBD

# Your Business Pitch





# Shark Tank Style - Calling All Investors

## Set Students Up For Success

- Offer Pitch Examples: Videos or even your own presentation
- Pitch Practice: Students record themselves to see and hear their own mistakes, and to present at home to family and friends if able





# Entrepreneurship Brunch

## Laying Foundational Skills

- Conversing with Adults
- Business and Dining Etiquette
- Cross-Community and School Collaboration



# Entrepreneurship In Action



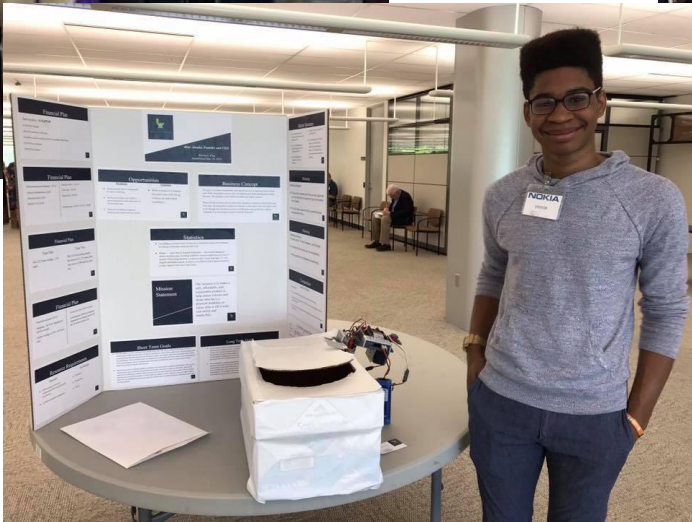
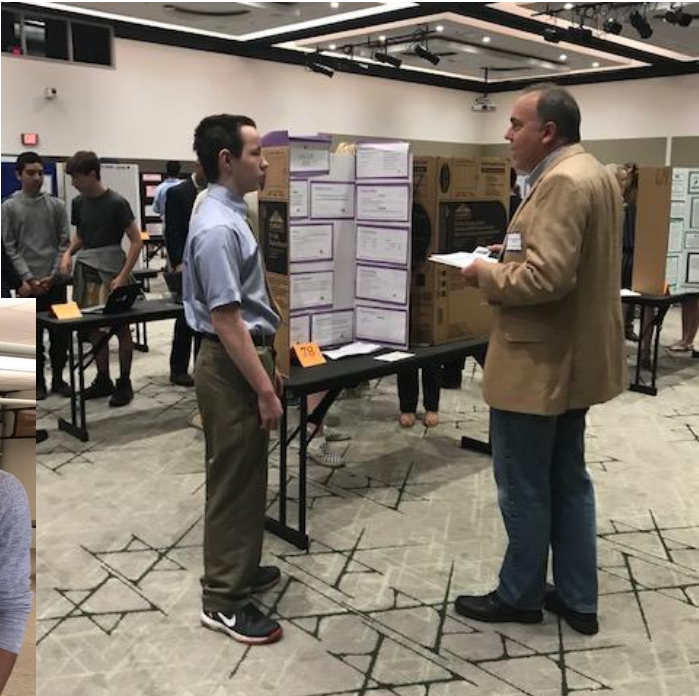
## Market Day

- Multiple student-run businesses
- Learning from experience

## Student Store

- Single business run collectively
- Can start small with key items
- Allows opportunities for market analysis
- Cross-community collaboration

# Entrepreneurship Expo



# Poll Question

**Which entrepreneurship project do you want to try out next?**



# Getting Started



# Claim Your Account

[everfi.com/newteacher](https://everfi.com/newteacher)

- ▶ Find Your State
- ▶ Enter Your School

The screenshot shows the registration interface. At the top, the word "Register" is written in orange. Below it are two buttons: "Student" in a light blue box and "K12 Teacher" in a dark blue box. The "K12 Teacher" button is highlighted with a white speech bubble. Below the buttons, the text "Find Your School:" is followed by the instruction "Please select a state and search for your school." There is a dropdown menu with "State/Province" and a downward arrow. Below the dropdown are two links: "Can't find your school?" and "Next" (which is inside a dark grey button). At the bottom, there is a link: "Already have an account? Login".

Register

Student | K12 Teacher

Find Your School:  
Please select a state and search for your school.

State/Province

Can't find your school? Next

Already have an account? Login

Financial Education	STEM & Career Exploration	Social Emotional Learning	Health & Wellness
<b>Vault</b> Understanding Money 4-6th Grade	<b>Future Goals</b> Hockey Scholar – Math Edition 4-7th Grade	<b>The Compassion Project</b> 2nd-4th Grade	<b>Healthier Me</b> Nutrition & Wellness 1st-4th Grade & 6-8th Grade
<b>FutureSmart</b> 6-8th Grade	<b>Future Goals</b> Hockey Scholar – Science Edition 4-7th Grade	<b>Ignition</b> Digital Wellness & Safety 6-9th Grade	<b>Mental Wellness Basics</b> 8-10th Grade
<b>Venture</b> Entrepreneurial Expedition 7-10th Grade	<b>Endeavor</b> STEM Literacy & Career Exploration 7-9th Grade	<b>Character Playbook</b> Character Education 7-9th Grade	<b>AlcoholEdu</b> 9-12th Grade
<b>EVERFI</b> Financial Literacy 9-12th Grade	<b>Keys To Your Future</b> College & Career 9-12th Grade	<b>Honor Code</b> Bullying Prevention 8-10th Grade	<b>R<sub>x</sub> Drug Safety</b> 9-12th Grade
<b>Marketplaces</b> Investing Basics 9-12th Grade			

# Implementation Support



## Your Local Schools Manager

- Support Specific to your District
- Deep Understanding of State Standards Alignment and Regional Usage
- Dedicated Training and Professional Development



# Questions for our Panelists?



# Poll Question

**Do you plan on using Venture: Entrepreneurial Expedition with your students?**

EVERFI

EDUCATION FOR THE REAL WORLD