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 contractors¹, and 54% of Millennials either want to start a business or have already done so.² 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.

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

**Recommended Grade Level**: 7-10
**Total Time**: 1.5-2 hours
**Subject Fit**: Business and Entrepreneurship
**Standards Alignment**: Jump$tart, CEE, CCSS in ELA, State Academic Standards
Course Flow

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 and 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

1 Emergent Research and Intuit, 2011
2 Kauffman Foundation, 2011
# Course Outline

## Building a Budget and Saving Startup Capital
- Balancing budgets
- Earning income
- Taxes
- Fixed vs. variable expenses

Students address the personal side of entrepreneurship, connecting the dots between running a business and being responsible with their own finances. Students learn about financial decision making, developing and maintaining and balanced budget, income, taxes, variable and fixed expenses.

### Learning Objectives
- Build a balanced budget including common budget elements.
- Define and distinguish between variable and fixed expenses.
- Identify sources of income and common types of payroll deductions.
- Identify common types of taxes and explain how taxes impact income.

## The Entrepreneur in You
- What it means to be an entrepreneur
- Personal characteristics
- Entrepreneurial case studies
- Career pathways

In this lesson, students explore characteristics of successful entrepreneurs. Students take a personal diagnostic that discover how their unique characteristics relate to entrepreneurship.

### Learning Objectives
- Define the term "entrepreneur".
- Identify the differences between entrepreneurs and employees.
- Link personal characteristics with a potential future in entrepreneurship.
- Identify potential career pathways of interest.

## Recognizing Business Opportunities & Planning to Start Your Business
- Business opportunities
- Market research and competition
- Building a team
- Growing a business
- Business expenses
- Value proposition and the marketing mix

Students explore key business concepts and apply them within a food truck business simulation. Students research and make important business decisions (hiring, pricing, etc.) that they must justify in writing.

### Learning Objectives
- Differentiate between business ideas and business opportunities.
- Define a target market and explain the importance of identifying a target market segment.
- Explain the importance of identifying competitors, determining a competitive advantage, and crafting an effective marketing plan.
- Identify critical roles and personnel needs within a business.
- Define basic business concepts (including unit of sale, cost of goods sold, contribution margin, revenue, profit, break-even point, and income statement).
- Define value proposition and the marketing mix.
<table>
<thead>
<tr>
<th>Lesson</th>
<th>Topics</th>
<th>Lesson Description</th>
<th>Learning Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Business Snapshot</td>
<td>Crafting effective business pitches</td>
<td>Drawing on previous lessons and what they learn about the four elements of a successful business pitch, students craft an engaging, concise business pitch for their business.</td>
<td>○ Define a business pitch and describe its importance. ○ Articulate the qualities of an effective business pitch. ○ Pinpoint the essential pieces of information that belong within a brief business pitch.</td>
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<tr>
<td></td>
<td>Business pitch elements</td>
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</tbody>
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