



Venture

ENTREPRENEURIAL
EXPEDITION

Curriculum Guide



Venture – Entrepreneurial Expedition™

EverFi and the Network for Teaching Entrepreneurship (NFTE) have partnered to create *Venture: Entrepreneurial Expedition*. *Venture* presents learning in a real-life context, using case studies, interactive business simulations, messages from real entrepreneurs and personal development activities to teach students how to think entrepreneurially in business and in life.

Students are asked to reflect on their personal strengths, characteristics and goals throughout and, as they learn new concepts, they must make informed business decisions about product, hiring, marketing and more. While there is no “right” or “wrong,” students are asked to think critically and justify every decision they make in free writing form. At the end, each student leaves with an ePortfolio - a dynamic, visual representation of both their business plan and their personal career goals.

The *Venture* learning platform combines NFTE’s 30 years of expertise in producing entrepreneurial curricula with EverFi’s expertise in digital learning platform design. The result is a high-impact, personalized, 21st-century learning experience that inspires students to apply entrepreneurial thinking to their academic and professional lives.

High Level Course Facts:

- *NFTE Venture* was designed for students between **7th-10th grade**
- The course is composed of **10 high-level lessons** across **3 learning modules**:
 1. **The Entrepreneur in You** explores the characteristics of successful entrepreneurs. Students take a diagnostic that helps them self-reflect and discover how their unique characteristics relate to entrepreneurship.
 2. **Recognizing Business Opportunities & Planning to Start Your Business** teaches students key business concepts while they apply them within a food truck business simulation. Students research and make important business decisions (hiring, pricing, etc.) that they must justify in writing.
 3. The **Business Snapshot** module guides students to craft an engaging, concise business pitch, drawing on what they learned about the four elements of a successful business pitch.
- The course also incorporates **videos of entrepreneurs** throughout and **“wildcard scenarios”** that require students to respond to unexpected situations.
- **Capstone:** *Venture* culminates in an ePortfolio that contains the student’s business decisions, business pitch, skills and characteristics, new vocabulary and an animated forecast of how their business plays out over time.
- **Tracking and Measuring:** Students complete a pre-assessment and post-assessment, behavior and attitude surveys (from NFTE’s Entrepreneurship Mindset Index), three quizzes and knowledge check questions to ensure the student is meeting the course learning objectives.

Detailed Course Outline:

Module 1: The Entrepreneur In You

Lesson 1: What is an Entrepreneur?

- **Topics Covered**
 - Introduction to the course and entrepreneurship to get students excited
 - What it means to be an entrepreneur
 - Advantages and disadvantages of choosing to be an entrepreneur
- **Learning Objectives**
 - Define the term “entrepreneur”
 - Identify the differences between entrepreneurs and employees
 - Describe advantages and disadvantages of entrepreneurship
 - Understand the concept of risk in entrepreneurship
- **Performance-Based Activities and Assessments**
 - **Pre-Assessment** – Pre-test to identify student’s knowledge baseline
 - **Personal Diagnostic** – Introductory personal diagnostic identifying students entrepreneurial characteristics.

Lesson 2: Characteristics of a Successful Entrepreneur

- **Topics Covered**
 - Key characteristics of successful entrepreneurs
 - Exploration of personal characteristics based on student’s EMI results
 - Case studies of real, successful and philanthropic entrepreneurs
- **Learning Objectives**
 - Understand the common characteristics of entrepreneurs
 - Self-reflect on personal strengths
 - Link personal characteristics with a potential future in entrepreneurship
- **Performance-Based Activities and Assessments**
 - **Entrepreneurial Match** – Revealing a student’s “Entrepreneurial Match” – an entrepreneur that has similar entrepreneurial characteristics

Lesson 3: Entrepreneurial Thinking for life

- **Topics Covered**
 - The difference between learned skills and personal characteristics
 - Possible career pathways and how skills align with careers
- **Learning Objectives**
 - Discern between personal characteristics and learned skills
 - Identify potential career pathways of interest
 - Develop a vision and set personal and educational goals
- **Performance-Based Activities and Assessments**
 - **Industry Pathways** – An interactive exercise showing students the link between careers & skills and the industries that might interest them

Module 1 Quiz – 10 scored quiz questions covering Module 1 content

Module 2: Recognizing Business Opportunities & Planning to Start Your Business

Lesson 1: Generating Business Ideas

- **Topics Covered**
 - Internal versus external entrepreneurs
 - Business ideas versus business opportunities
 - Creative thinking techniques
- **Learning Objectives**
 - Define the internal entrepreneur and external entrepreneur
 - Differentiate between business ideas and business opportunities
 - Identify creative thinking techniques for generating ideas
- **Performance-Based Activities and Assessments**
 - **Brainstorm a Business Idea** – Students embark on a simulated food truck business and make decisions on product, location and target market

Lesson 2: Introduction to Market Research

- **Topics Covered**
 - Target market and target market segment
 - Steps to conducting market research
 - Primary and secondary data
 - Be able to explain the importance of market research
 - Competition: direct and indirect competitors, competitive advantage
- **Learning Objectives**
 - Define target market
 - Identify the steps to conducting market research
 - Conduct basic primary and secondary research
 - Be able to explain the importance of identifying a target market segment
 - Be able to explain the importance of identifying competitors and determining a competitive advantage
- **Performance-Based Activities and Assessments**
 - **Market Research Activity** – Students will select a target market segment for their business and conduct primary and secondary research

Lesson 3: Building an Entrepreneurial Team

- **Topics Covered**
 - The advantages and disadvantages of building out a team
 - How to identify the type of employees needed for their business
 - What to consider during the hiring process
- **Learning Objectives**
 - Understand personal strengths and weaknesses within the business in order to be able to hire complementary employees
 - Understand the advantages and disadvantages of hiring employees
 - Think critically about strategic questions to ask when hiring

- **Performance-Based Activities and Assessments**
 - **Hiring Simulation** – Students will determine their hiring needs and make hiring decisions among candidates with different types of experience

Lesson 4: Growing a Business

- **Topics Covered**
 - Different organizational structures
 - How organizational structure can evolve with time and growth
- **Learning Objectives**
 - Define line organization and project organization structures
 - Think critically about which organizational structure would be best for their business and understand that this may change
- **Performance-Based Activities and Assessments**
 - **Growth Simulation** – Students will choose an organizational structure for their business as well as the structure they might evolve into with growth

Lesson 5: Finances, The Cost of Doing Business

- **Topics Covered**
 - Types of expenses: variable, fixed, startup
 - Business economics
 - Manufacturers, wholesalers, retailers, service providers
 - Sales forecasting
 - SWOT Analysis
- **Learning Objectives**
 - Define the following: expenses (fixed, variable, startup), unit of sale and how to calculate it, cost of goods sold, contribution margin, revenue, profit, break-even point, income statement
 - Understand the relationships between manufacturer, wholesaler, retailer and service provider
 - Identify the steps to preparing a sales forecast
 - Identify the four parts of a SWOT Analysis
- **Performance-Based Activities and Assessments**
 - **Financial Simulation** – Students must place specific examples of expenses into the appropriate category. Students will decide on a price for their food and help develop an income statement for their simulated business

Lesson 6: Marketing, Promoting your Business

- **Topics Covered**
 - Marketing, marketing plan
 - Value proposition
 - Marketing mix
 - Specific promotional methods – advertising, visual merchandising, public relations, publicity, personal selling, sales promotion
 - Summarize the basic principles of promotion and the elements in a marketing mix

- **Learning Objectives**
 - Appreciate the role promotion plays in the success of a business
 - Understand the process for creating an effective marketing plan
 - Define value proposition, features and benefits
 - Recall specific promotional methods businesses can use to gain and retain customers
 - Understand the link between their promotion mix and their target market segment
- **Performance-Based Activities and Assessments**
 - **Marketing Simulation** – Students will select a marketing mix for their business and test how it works with their simulated customers

Module 2 Quiz – 15 scored quiz questions covering Module 2 content

Module 3: Your Business Snapshot

Lesson 1: Business Pitch

- **Topics Covered**
 - The definition and importance of a business pitch
 - What makes a business pitch effective
 - The four parts of a business pitch
- **Learning Objectives**
 - Define a business pitch and describe its importance
 - Understand the qualities of an effective business pitch
 - Be able to pinpoint the essential pieces of information that belong within a brief business pitch
- **Performance-Based Activities and Assessments**
 - **Crafting a Pitch Simulation** – Students will compose a concise pitch for their food truck business, practice delivering it out loud while timed, and revise accordingly.

Module 3 Quiz – 5 scored quiz questions covering Module 3 content