

# Venture

## 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.

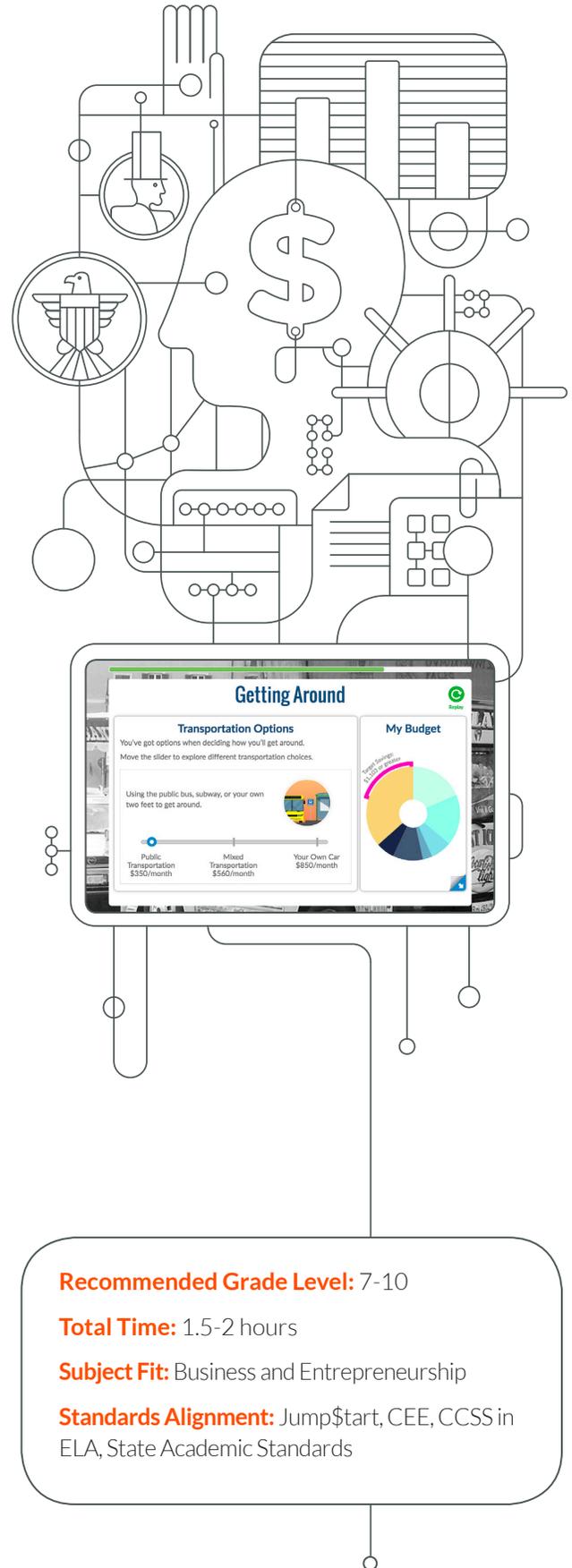
*Venture - Entrepreneurial Expedition* uses case studies, interactive business simulations, and personal development activities to teach students how to think entrepreneurially in business and in life.

### 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



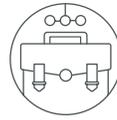
### Lesson 1

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

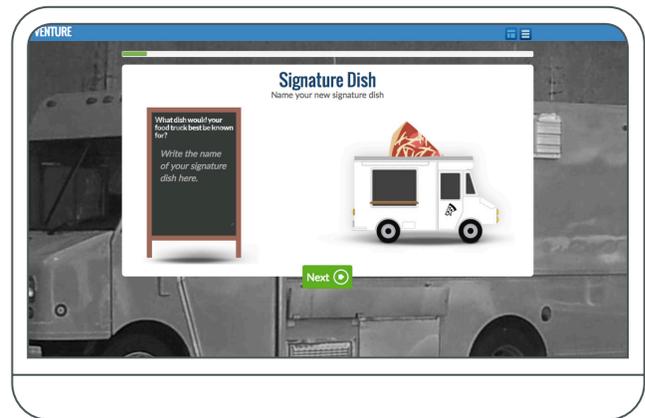
## Learning Activity Highlights

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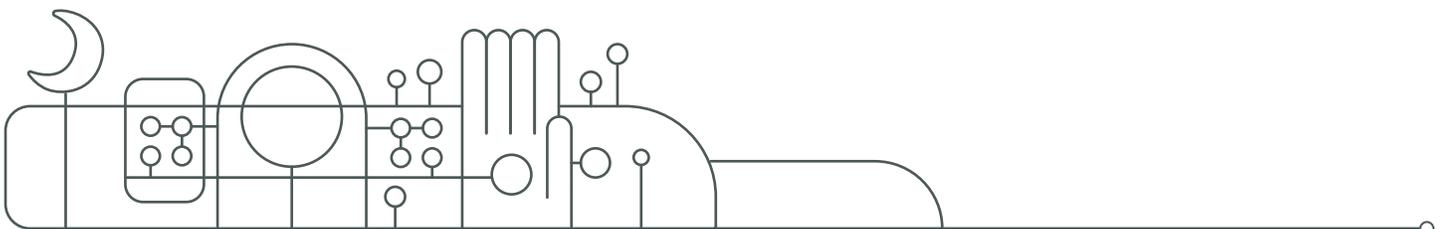
<sup>1</sup> Emergent Research and Intuit, 2011

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

# Venture Entrepreneurial Expedition

## Course Outline

Lesson	Topics	Lesson Description	Learning Objectives <i>Students will be able to...</i>
<b>Building a Budget and Saving Startup Capital</b>	<ul style="list-style-type: none"> <li>○ Balancing budgets</li> <li>○ Earning income</li> <li>○ Taxes</li> <li>○ Fixed vs. variable expenses</li> </ul>	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.	<ul style="list-style-type: none"> <li>○ Build a balanced budget including common budget elements.</li> <li>○ Define and distinguish between variable and fixed expenses.</li> <li>○ Identify sources of income and common types of payroll deductions.</li> <li>○ Identify common types of taxes and explain how taxes impact income.</li> </ul>
<b>The Entrepreneur in You</b>	<ul style="list-style-type: none"> <li>○ What it means to be an entrepreneur</li> <li>○ Personal characteristics</li> <li>○ Entrepreneurial case studies</li> <li>○ Career pathways</li> </ul>	In this lesson, students explore characteristics of successful entrepreneurs. Students take a personal diagnostic that discover how their unique characteristics relate to entrepreneurship.	<ul style="list-style-type: none"> <li>○ Define the term “entrepreneur”.</li> <li>○ Identify the differences between entrepreneurs and employees.</li> <li>○ Link personal characteristics with a potential future in entrepreneurship.</li> <li>○ Identify potential career pathways of interest.</li> </ul>
<b>Recognizing Business Opportunities &amp; Planning to Start Your Business</b>	<ul style="list-style-type: none"> <li>○ Business opportunities</li> <li>○ Market research and competition</li> <li>○ Building a team</li> <li>○ Growing a business</li> <li>○ Business expenses</li> <li>○ Value proposition and the marketing mix</li> </ul>	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.	<ul style="list-style-type: none"> <li>○ Differentiate between business ideas and business opportunities.</li> <li>○ Define a target market and explain the importance of identifying a target market segment.</li> <li>○ Explain the importance of identifying competitors, determining a competitive advantage, and crafting an effective marketing plan.</li> <li>○ Identify critical roles and personnel needs within a business .</li> <li>○ Define basic business concepts (including unit of sale, cost of goods sold, contribution margin, revenue, profit, break-even point, and income statement).</li> <li>○ Define value proposition and the marketing mix.</li> </ul>



Lesson	Topics	Lesson Description	Learning Objectives
			<i>Students will be able to...</i>
<b>Your Business Snapshot</b>	<ul style="list-style-type: none"><li>○ Crafting effective business pitches</li><li>○ Business pitch elements</li></ul>	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.	<ul style="list-style-type: none"><li>○ Define a business pitch and describe its importance.</li><li>○ Articulate the qualities of an effective business pitch.</li><li>○ Pinpoint the essential pieces of information that belong within a brief business pitch.</li></ul>