



Youth Entrepreneurship 8 weeks Program

Topics	Key points	Week
Business 101 Breakdown:	Assessing the status of Hobby or Business The basics of entrepreneurship, Understanding Business ownership and Franchising, The concept of turning an idea/skill/problem/talent/gift into a source of income Field Trip (TBD)	1
Research Breakdown:	Gathering the data needed The preliminary work. Community mapping and problems identification Vision, Mission, and Ideal Customers Guest Speaker (Your BIG Vision: Your Reason for Being Committed) Product and Costs identification. Budgeting (Startup costs).	2
Business Plan Breakdown:	Creating your business plan Business name selection. Slogan. Logo design. Vision and Mission statement. Business Model (Service vs. Products) Cost of goods sold. Startup costs. Taxes Guest Speaker (Uniqueness of Service-Based Businesses).	3
Business Pitch Breakdown:	Marketing your Business in 60 seconds Pitch Deck Creation + Practice Business legal structures (for-profit, nonprofit). Pitch Deck and Crowdfunding Accounts Setup	4 & 5
Marketing Breakdown:	Sign and cardboard creation Shopping + Signs/Posters Creation Field Trip (TBD)	6
Product Development Breakdown:	Product Design Shopping + Product creation Guest Speaker (TBD): Leadership Development Topics	7
Marketplace Breakdown:	Getting ready for the marketplace Product Design (Continues) End of summer celebrations and Marketplace	8