

NFTE BizCamp: Business Ideation and Crafting the Pitch

This out-of-school program delivers NFTE’s award-winning Owning Your Future course, activating students’ entrepreneurial mindset while they learn the fundamentals of entrepreneurship and create and pitch original business plans.

Program Details

Course Requirements and Recommendations

- Grades 7–12
- Multi-week implementation; 80 hours of instruction
- Student application required; limited space available

NFTE Career-Readiness Measures and Certification

Student career readiness is measured on the three dimensions that the Association for Career and Technical Education (ACTE) uses to evaluate career readiness:

- **Academic and Industry:** Student learning demonstrated through business plan, pitch deck, and presentation
- **Employability:** Entrepreneurial mindset evaluated through performance tasks, NFTE Pitch Competition, and NFTE’s Entrepreneurial Mindset Index (EMI), a formative assessment of students’ noncognitive skills



Student Pitch Competition

- Students create an original business plan, individually or with a partner. Students prepare and pitch for prize money.
- Top teams compete to participate in NFTE’s National Youth Entrepreneurship Challenge.

Instructor Information and Volunteer Support

- This program is taught by senior educators from NFTE’s Entrepreneurial Teacher Corps.
- Volunteer business plan coaches work with students throughout the camp to refine their business plans.
- Expert judges provide feedback and evaluation during student business plan competitions.
- Guest speakers provide a critical link to real-world business insights.



Program Content

- **Developing an Entrepreneurial Mindset**
Students learn the value of entrepreneurship to the economy, characteristics of successful entrepreneurs, how to be entrepreneurial within established organizations, and how entrepreneurship can help address social challenges.
- **Opportunity Recognition and Market Analysis**
Students learn the distinction between a business idea and a business opportunity, and how to evaluate opportunities using market research and data analysis.
- **Competitive Analysis**
Students explore the concepts of supply and demand and direct and indirect competition, and they learn how to develop competitive pricing and a competitive advantage.
- **Delivering Value to Customers**
Students identify a target market, develop an understanding of their customer needs, and learn how to deliver and communicate value to customers.
- **Business Model**
Students learn about channels of distribution, intellectual and human resources, business operations, and various business legal structures.
- **Financial and Expense Management**
Students develop models related to cost of doing business, expense management, revenue streams, and sales projections, as they explore business financing options and how to use financial analysis.
- **Operating the Business**
Students examine best practices for managing the business, record-keeping, and accounting, while learning about how government regulations and taxes influence business.
- **Growing the Business**
Students examine various strategies for planning for business growth and expanding operations, including recruiting and training staff as well as franchising and licensing options.

Contact Us

To learn how to bring this program to your school, email jeannines@nfte.com.

