



STEM BizCamp™

Business Ideation and Crafting the Pitch



Overview

This program delivers NFTE's award-winning curriculum, igniting students' entrepreneurial mindset and interest in STEM-related career fields while they learn the fundamentals of entrepreneurship and create and pitch original business opportunities. The STEM BizCamp's flexible structure makes it ideal for both out-of-school and in-class settings.



Program Details

Program Requirements and Benefits

- Grades 6-12
- Flexible implementation; 20-40 hours of instruction
- Field trips, guest speaker experiences, industry exposure, hands-on activities, and more

Student Pitch Competition

- Students use a lean business model canvas to create an original business plan and pitch, individually or with a partner
- Students prepare and pitch for competition

Instructor Information and Volunteer Support

- Instructors are trained by NFTE through an intensive review of methods and digital materials
- Access to NFTE's virtual help desk
- Volunteer and competition guides
- Local partnership and networking opportunities

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 Skills

Student learning demonstrated through a completed lean business model canvas, pitch deck, and presentation



Employability Skills

Entrepreneurial mindset evaluated through performance tasks, a Fast Pitch Challenge, and NFTE's Entrepreneurial Mindset Index (EMI), a formative assessment of students' noncognitive skills



Technical Skills

Lessons aligned to Certiport Entrepreneurship and Small Business Certification core objectives.



Program Content



Thinking Like an Entrepreneur

Explore innovative thinking, the entrepreneurial mindset, business plan basics, financials, cost of doing business, product delivery and service, customer targeting, customer journeys, along with essential entrepreneurial tools for success.



Tech Entrepreneurship

Explore tech entrepreneurship and careers in the technology industry while diving into app development challenges focused on science, technology, engineering, and mathematics. Learn how having an entrepreneurial mindset can lead to success in STEM-based careers.



Opportunity Evaluation

Conduct lean market research, apply the Build-Measure-Learn approach, and use the Lean Canvas aided by ChatGPT to brainstorm STEM-based business ideas such as subscription services and online retail shops created with AI tools.



Customer-Centric Design Thinking

Use proven models of design thinking through successful tech corporations, like Intuit, to gain a deep sense of customer empathy, balance broad and narrow approaches, conduct rapid experiments with customer experiences, and refine your ideas to bring it all together.



Unfair Advantage

Conduct market research and analysis, discover the types of competition, and define the “unfair advantage” or distinctive edge of your business idea that will draw in target customers and set you apart from competitors.



Digital Transformation & UI Building

Innovate in the digital world through business ideation and solutions development and learn the value of user interfaces (UI) through app design courses offered by established software providers like SAP.



Marketing Channels and Key Metrics

Create a marketing plan and brand identity, practice storytelling, and identify the key metrics required to measure the success of your promotional channels, including social media.



Fast Pitch Challenge

Complete your Lean Canvas, finalize your business plan, craft your pitch deck, and use presentation skills to pitch your STEM-based business opportunity.



Badges & Certifications

Earn industry-relevant certifications from Intuit (Design for Delight), Google (Cloud Technology), and Shopify (Store Creator Badge).

“Teachers helped me and supported me. The public speaking, creating my business pitch, and learning about STEM topics were the most impactful parts.”

— STEM BizCamp Student



Contact Us

Email us today for more information about bringing this program to your community.

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