

# THE NFTE EXPERIENCE

Ignite Learning & Confidence  
Through Entrepreneurship



# NFTE OVERVIEW: Inspire, Ignite!



## Our Mission

NFTE ignites the entrepreneurial mindset with unique learning experiences that empower students to own their future.



## Our Vision

Every person owns their future.



## Our Purpose

Lead the global movement for equitable access to entrepreneurship education.



## Our Values

We value entrepreneurial thinking, hard work, equity, respect, creativity, collaboration, honesty, quality, transparency, and accountability.



## Who We Are

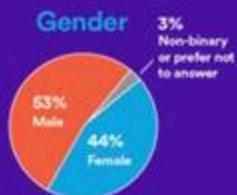
Network for Teaching Entrepreneurship (NFTE) is a global nonprofit that provides high-quality entrepreneurship education to young people from underserved communities, grades 5-12.



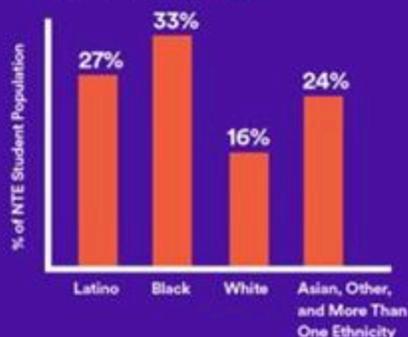
# NFTE OVERVIEW

## WHO

**45,000** Students reached globally in 2022-23



## Race/Ethnicity



## WHERE

### Find NFTE in...

- High schools
- Middle schools
- Summer camp programs
- Postsecondary institutions
- Community-based organizations



**30** U.S. states served

**27** Countries served

**7** U.S. regions, including Capital, Mid-Atlantic, Midwest, New England, South, Southeast, and West

## WHAT

### 10 programs that include:

- World Series of Innovation
- Entrepreneurship Essentials
- Startup Tech
- Entrepreneurship 1
- Entrepreneurship 2
- Startup Summer
- BizCamp
- Venture
- ESB Prep
- Start it Up!
- Operation: Mindset!



[NFTE.com/programs](https://nfte.com/programs)

## HOW

### NFTE program Delivery options:

- In-school
- Out-of-school
- In-person
- Online
- Hybrid (online + in-person)



**2,765** NFTE volunteers in 2022-23



**12,000+** Hours of volunteerism invested in 2021-22 NFTE classrooms and programs

# THE SITUATION



Nearly one-quarter of students report feeling disconnected from their school communities, adults, and classmates.

[America's Promise Alliance Survey](#)



Click on the links for more info.



About half of students do not feel that what they learn in school will help them outside the classroom.

[Youth Truth](#)



# THE SITUATION



## Longstanding racial, economic, and gender inequalities

*"The populations that are the most underserved, whose needs are least well met, that's where we should most be focusing our attention ... not just because we'll find new markets, but also, by definition, we're driving new impact."*

—Former Citi Ventures D10X Head of Strategy



## Racial wealth gaps

*"Societal inequities have manifested themselves into economic costs, which have harmed individuals, families, communities, and ultimately the growth and well-being of the U.S. economy."*

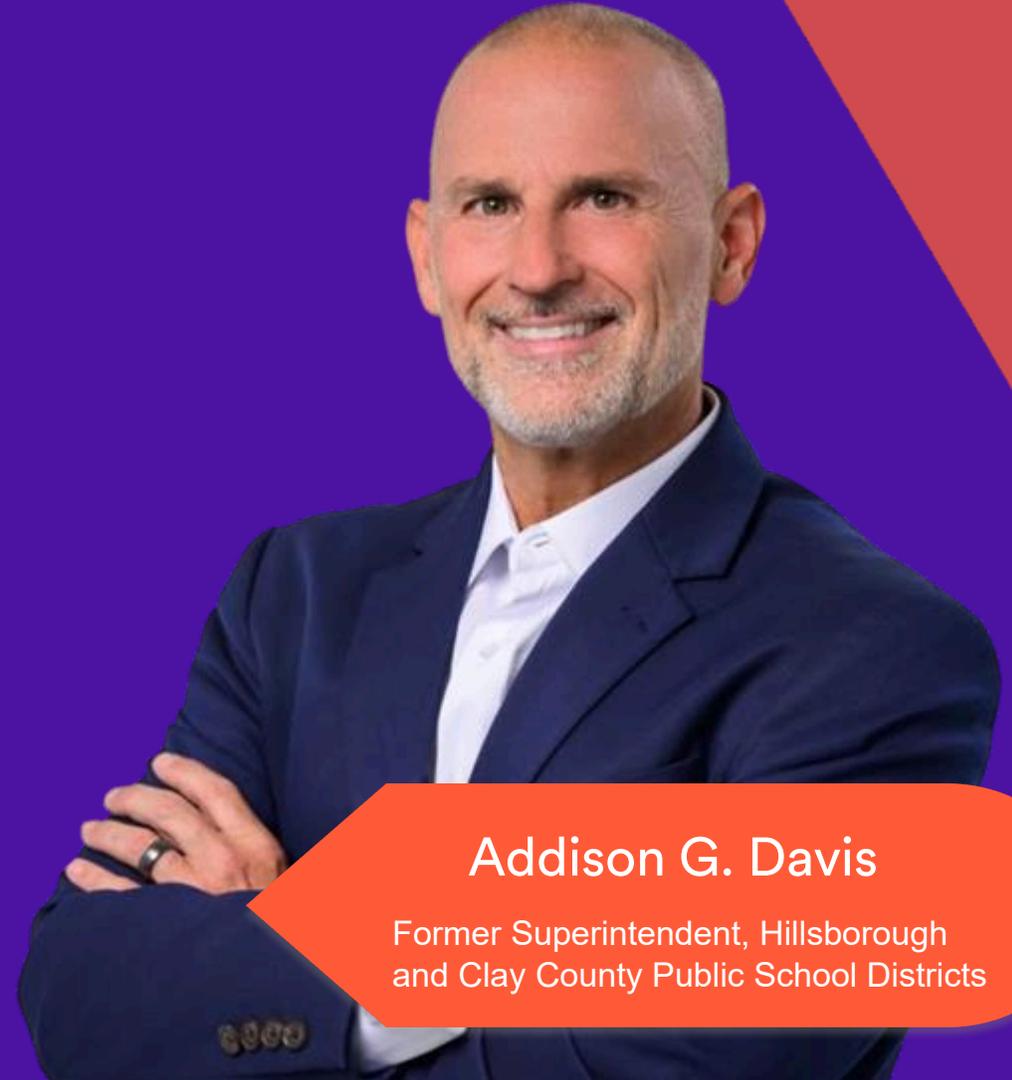
—Closing the Racial Inequality Gaps, Citi Global Perspectives & Solutions report, 2020

# THE SOLUTION

## Developing Young Peoples' Entrepreneurial Skills



*NFTE expertly provides holistic and robust experiences for both teachers and students. Students gain sought-after academic and entrepreneurial skills, experiences, and mindsets that are prerequisites in obtaining gainful employment in their postsecondary careers. NFTE supports and lightens educator workloads through structured content and community partnerships while equipping teachers with ongoing training and professional development.”*



**Addison G. Davis**

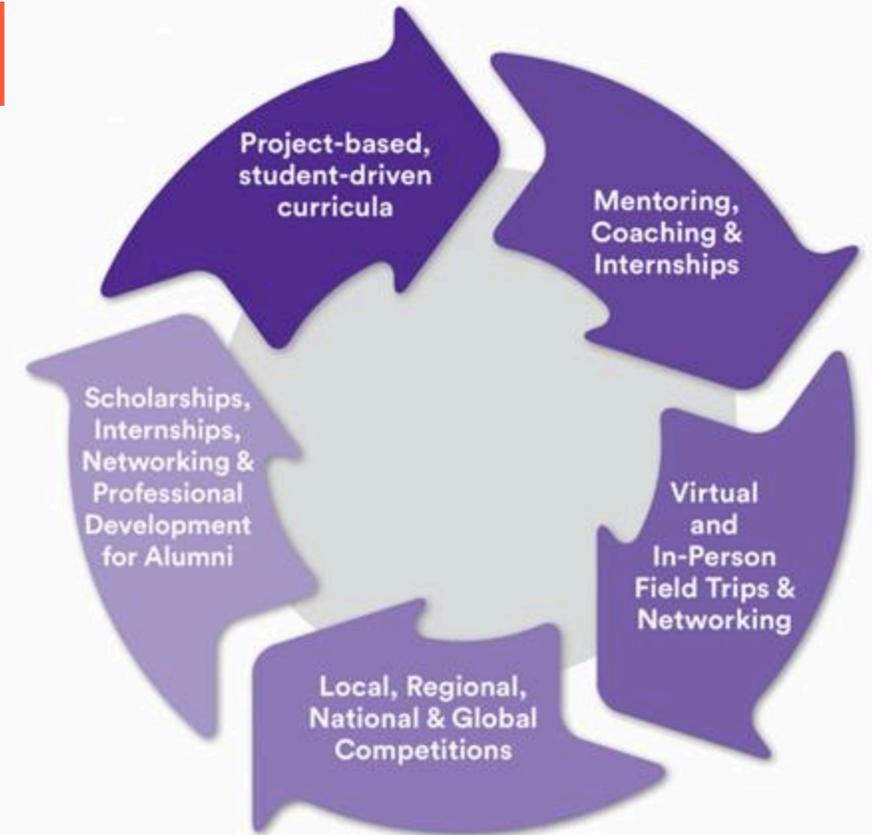
Former Superintendent, Hillsborough  
and Clay County Public School Districts

# THE NFTE EXPERIENCE

Real-world learning that builds future-ready skills

Through a NFTE Partnership, STUDENTS:

- Identify a need in their own lives or communities
- Ideate and generate innovative ideas for products or services
- Develop, launch, and operationalize business plans for their startup ideas
- Connect with national and global business leaders for mentoring, coaching, and field trips
- Pitch their ideas and plans at local, regional, national, and worldwide competitions
- Receive continuous support after graduation, we even offer postsecondary programs!



# ENTREPRENEURIAL MINDSET

Essential to success in the workforce

Employers highly value in-demand skills that align closely with the entrepreneurial mindset. These skills also lead to high-wage jobs.

Join forces with NFTE to significantly boost student growth in these crucial future-ready skills.



# THE NFTE EXPERIENCE

## Continuous, collaborative teacher support

NFTE Corps provides a robust Teacher Community—a supportive environment where teachers uplift each other, fostering growth in and out of the classroom, leading to personal and professional development.

### Through a NFTE Partnership, EDUCATORS:

- Engage in comprehensive **NFTE U** teacher training
- Benefit from continuous, **high-caliber professional development**
- **Collaborate with mentors and volunteers** to infuse practical experience into the classroom
- **Orchestrate classroom competitions** using toolkits and NFTE support services
- Enhance student learning through **guest speakers, field trip hosts, and other experiential opportunities**



*"NFTE made me a better teacher!"*

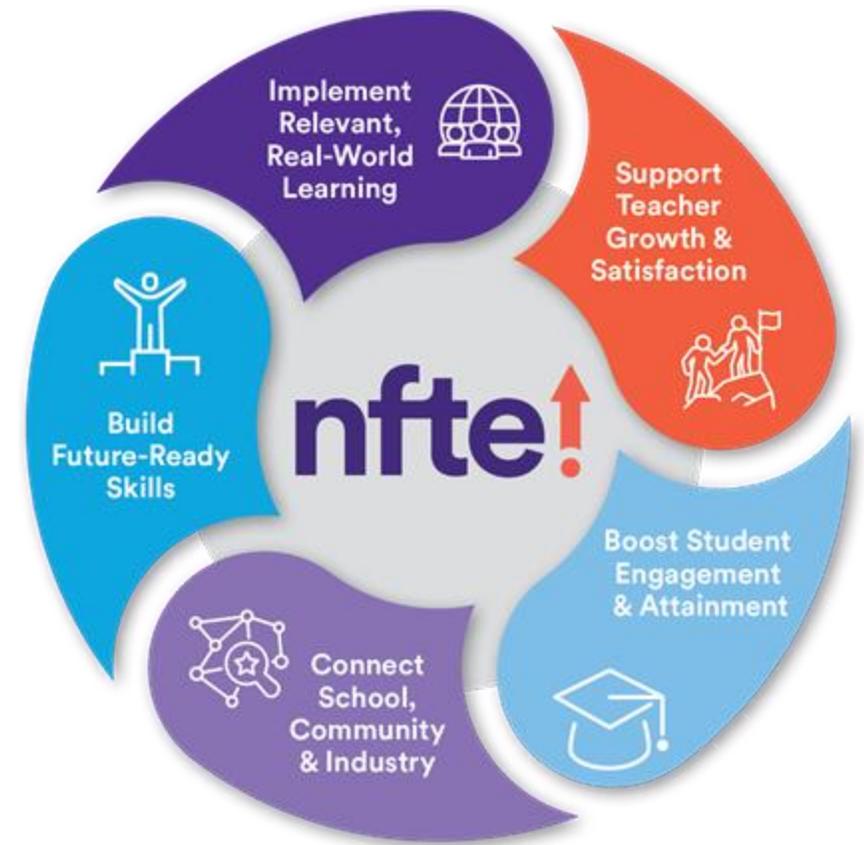
—Edward Youngblood,  
Teacher, East Side Union

# THE NFTE EXPERIENCE

Cultivate a vibrant culture of innovation that drives academic success

Through a NFTE Partnership, ADMINISTRATORS:

- Engage students with **real-world experiences**
- Invest in **academic quality**
- Promote **holistic student success**
- Enhance **teacher engagement**, recruitment, and retention
- Connect **community stakeholders** with schools



# THE RESULT

NFTE cultivates youth equipped with high-value skills, ready for lucrative opportunities in sought-after careers.

1.3+ million young people served

96% of seniors are on track to graduate high school on time *(compared to less than 80% among peers)*



Bruce & Glen Proctor, NFTE alumni  
Business: BruceGlen

10%  
more

Alumni earn 10% more than non-NFTE peers *(despite coming from low-income communities)*

3  
out of  
4

3 out of 4 alumni are satisfied with their careers

25%

25% of NFTE graduates go on to start or run at least one small business

# IMPACT & OUTCOMES

  
**96%**

of **NFTE seniors** are on track to graduate high school on-time compared to less than 80% among their peers.

**\$78k** NFTE alumni

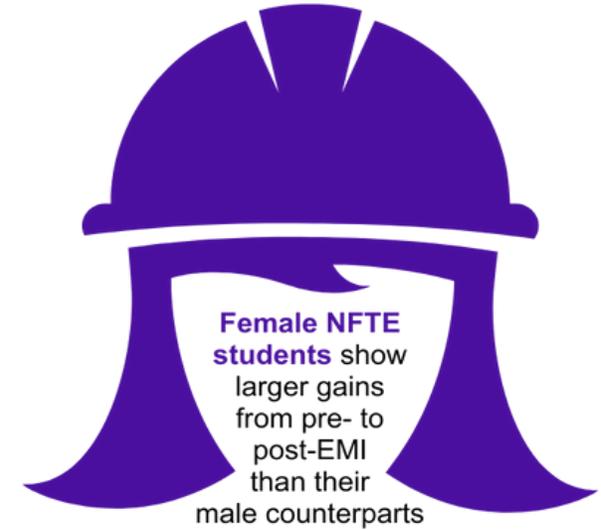


**\$71k** Average American

**NFTE alumni earn 10% more**, despite coming from low-income communities (among respondents who are full-time salaried employees)

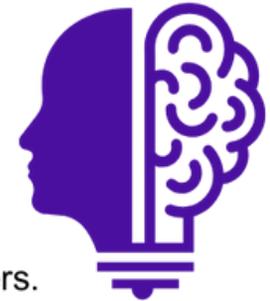


# IMPACT & OUTCOMES



**3 of 4 NFTE alumni** are satisfied with their careers (33.1% are very satisfied & 42.2% are satisfied).

**NFTE students** significantly increased their overall entrepreneurial mindset compared to their non-NFTE peers.



# LIFE- CHANGING COMMUNITY CONNECTIONS



## NFTE volunteer corp commits annually to:

- ➔ Engaging 4,000+ volunteers
- ➔ Contributing 13,000+ hours

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## Entrepreneurs and business professionals volunteer to work with students as:

- Coaches & mentors • Guest speakers
- Field trip hosts •Competition judges

# SEE IT FOR YOURSELF!

## Regional Events & Resources

### [WORLD SERIES OF INNOVATION](#)

Each year, people ages 5-24 are invited to enter business ideas addressing global challenges.

- WSI Imagination League (ages 5-12)
- WSI Impact League (ages 13-24)

The competition is available in multiple languages, including English, Spanish, Arabic, Simplified Chinese, and Hindi.

### [2024 FOUNDERS FORUM SHOWCASE](#)

Each spring, NFTE alumni pitch their growing businesses to a panel of VIP investors.

### [SIGN UP FOR NFTE'S ENTREPRENEURSHIP & SMALL BUSINESS PREP COURSE](#)

### [LEARN ABOUT THE ENTREPRENEURIAL MINDSET](#)



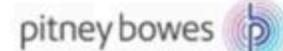
Click on the  
purple links  
for more info.



# INFLUENCERS & CORPORATE PARTNERS



THE BETH & RAVENEL CURRY FOUNDATION



*Daymond John  
CEO of FUBU and The  
Shark Group, TV Personality*

# ADDRESSING TODAY'S Educational Challenges

1.3 million+  
students  
inspired



Ashley Cruz Suarez,  
14, Florence  
Nightingale Middle  
School



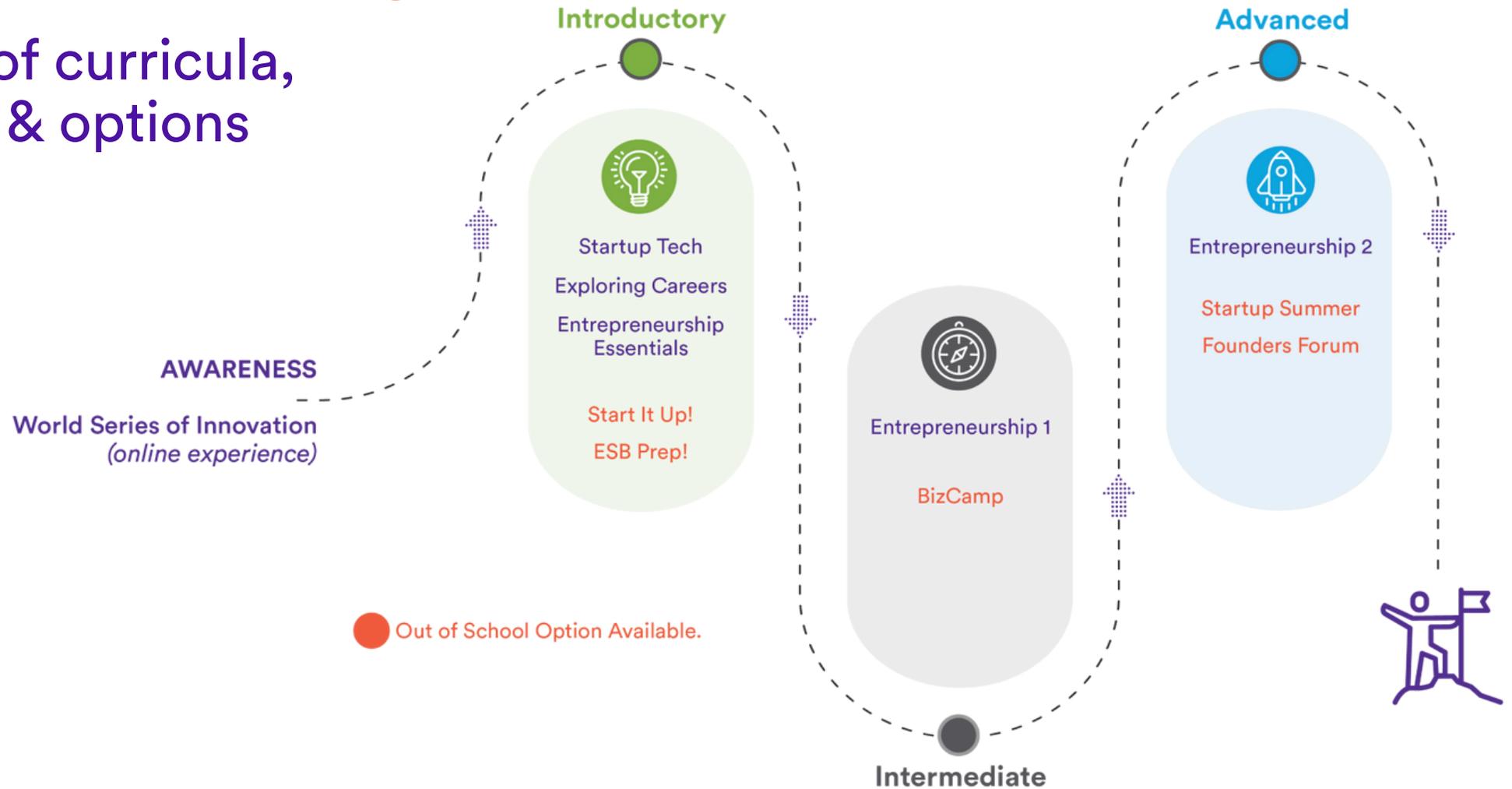
Courtney Jacques,  
16, Poinciana High  
School



Malachi Davis, 17, & Ivan  
Walker, 16, Thornton  
Township High School

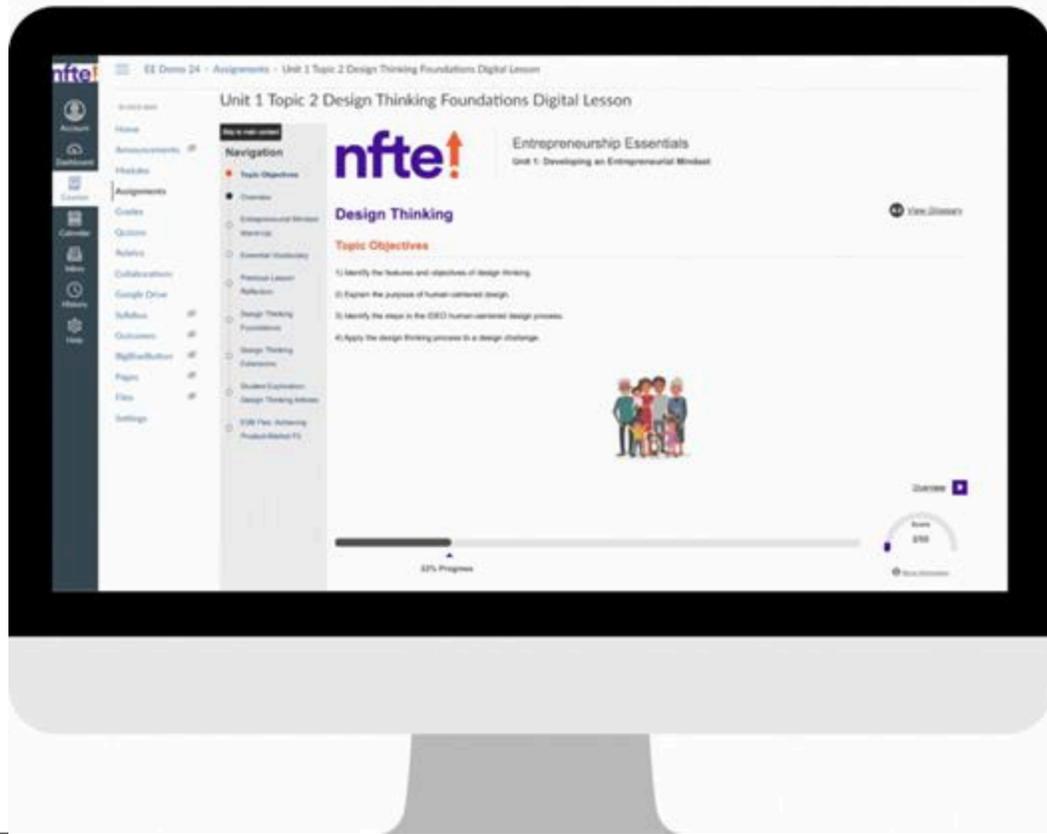
# NFTE PATHWAYS

A variety of curricula,  
programs & options



# EASY ACCESS

For students & teachers



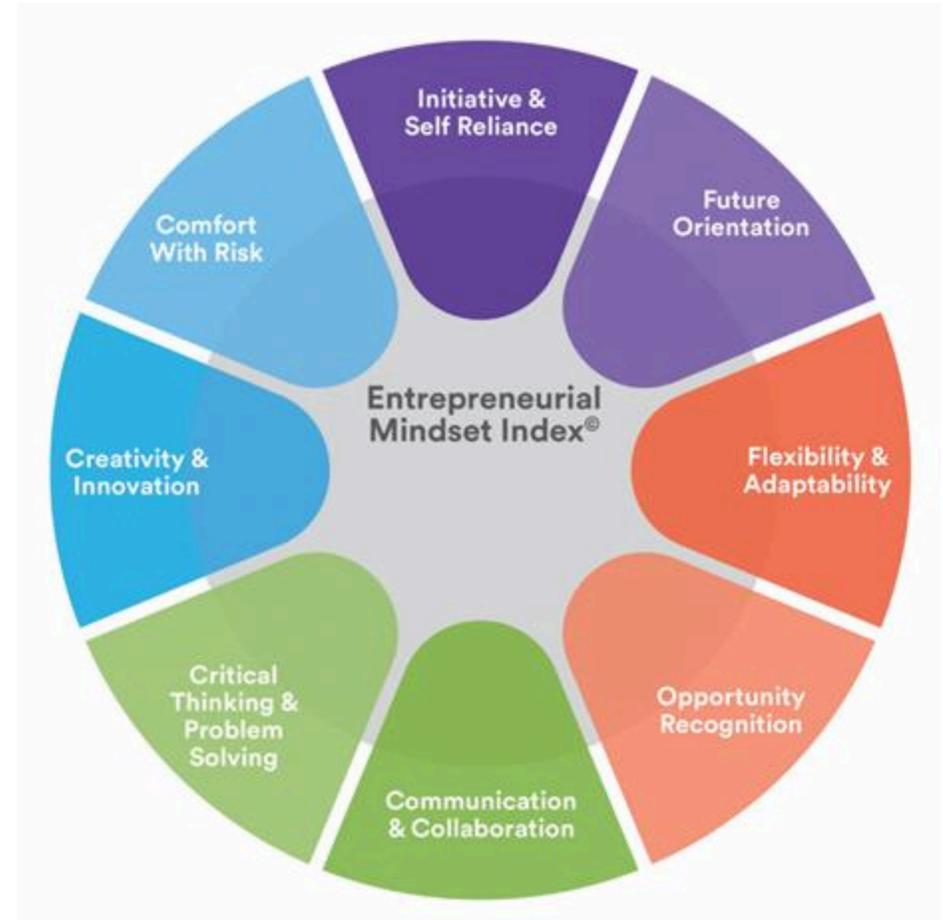
- Plug-and-play **lesson plans, student materials** and **assessments** available through NFTE's Canvas LMS
- All materials can be used **digitally or printed**
- Individual student accounts allow for **real-time student data** analysis
- On-demand **educator support** through NFTE's online Teacher Resource Hub
- **Virtual and in-person live support** provided by NFTE staff

# MEASURING THE ENTREPRENEURIAL MINDSET

## A pathway to setting & achieving goals

NFTE's unique Entrepreneurial Mindset Index© (EMI) measures mastery in **8 core domains** that have been identified as critical to entrepreneurs and employers.

- Students receive a personalized report of their entrepreneurial mindset strengths and opportunities for growth
- Teachers receive reports that outline student EMI goals
- Based on their top 3 self-reported domains, students create a personalized action plan



# EXERCISING

## THE ENTREPRENEURIAL MINDSET

### Operation: Mindset!

Network for Teaching Entrepreneurship (NFTE) presents Operation: Mindset! — an engine that sparks and powers up the 8 domains of the entrepreneurial mindset.

#### Program Highlights

- 20-40 instruction hours & resources
- Activities, challenges & discussions
- Guided reading sessions
- Entrepreneurs' resources
- Entrepreneurial mindset video case studies
- Entrepreneurial mindset digital modules
- Personalized & designed for career pathway growth



# Postsecondary Curriculum That Ignites!

Network for Teaching Entrepreneurship (NFTE) presents **Start It Up!**—skill-building curriculum and services driven by a work-based learning model. Tailor the 35-hour course for focused entrepreneurship exploration or embed it across disciplines. Learners beyond high school discover best practices via 14 engaging modules that gu

## EMPOWERED TO OWN THEIR FUTURE

**Start It Up!** students...

- Explore the entrepreneurial mindset and core entrepreneurial traits.
- Enjoy hands-on assignments, interactive quizzes, embedded articles and videos, and templates for business deliverables.
- Think creatively about leveraging skills and talents to create a new business or level up a side hustle
- Refine business ideas and initial planning to viable concepts with executable next steps
- Gain the knowledge and tools to act entrepreneurially in business and in a global career market that values innovation and problem solving



# INVESTING IN FUTURES

Bring NFTE to  
your community!

*Partnership  
opportunities &  
subsidies available.*

Full-year, standards-aligned curriculum for  
grades 5–12 including:

- Lesson plans, student materials, and assessments
- Comprehensive implementation support and ongoing professional learning
- Virtual and in-person educator support
- Pitch competitions
- Industry certification
- Student mentoring, coaching, and internship opportunities provided by community partners and volunteers
- Alumni services

# World Series of Innovation

*32,000+  
participants  
from 65+  
countries*

*Fits into many  
academic & CTE  
courses –middle  
school through  
post-secondary*

- Introduces youth to UN Sustainable Development Goals
- Engages in social and environmental justice through entrepreneurial skills
- Addresses humanity's critical challenges

## Competition & Opportunities:

- Winning teams receive cash prizes
- Encourages continued participation in NFTE programs
- WSI Imagination League (ages 5-12)
- WSI Impact League (ages 13-24)

## Volunteer Support:

- Judges are from sponsoring companies
- Coaches aid students in building submissions
- Sponsors host Innovation Day events for student engagement

# YOUTH ENTREPRENEURSHIP CHALLENGE

Regional, National & Global

- ➔ *NFTE has celebrated students' entrepreneurial journey with its Business Plan Challenge for over 15 years, awarding over \$2 million in prizes*



“ *NFTE is very unique. At the end of the day, I can't think of another class in school that will benefit the students more.*”

—Angela Miceli, Retired Chicago Metro NFTE Teacher



# Do your students THINKlike entrepreneurs?

*With NFTE  
they can!*

- Are they **confident** and **determined**? Are they **skilled** and **practiced**? Are they **connected** to local industry professionals?
- Are they invested in **taking ownership** of their lives and futures ?



# READY TO GET STARTED?

Continue Exploring!



- → [Programs](#)
- → [Skills-based Volunteering](#)
- → [Alumni Services](#)
- → [Competitions](#)
- → [Our Impact](#)
- → [Events](#)

*Continue for Optional Content*



# NFTE Programs

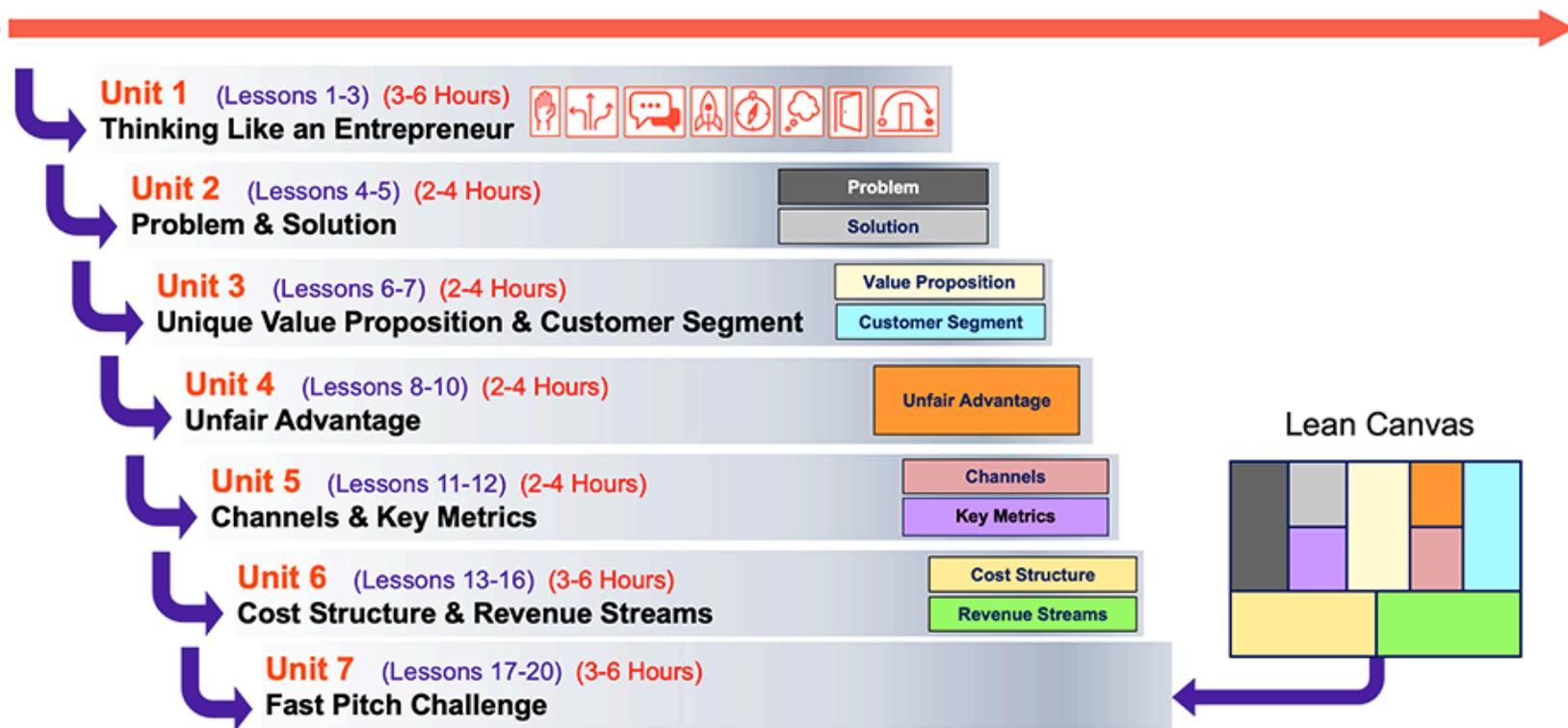
## Designed for Your Instructional Day

<b>Introductory</b>	<b>WORLD SERIES OF INNOVATION</b> <b>5-10 hours</b> Ages 11-24 <ul style="list-style-type: none"><li>Subject fit: business, career &amp; technical education, social studies, or entrepreneurship &amp; marketing</li><li>Online challenges (U.N. SDGs)</li></ul>		<b>Introductory</b>	<b>STARTUP TECH</b> <b>170 hours (full year)</b> Grades 5-9 (10-12 with scaffolding) <ul style="list-style-type: none"><li>Blends entrepreneurship &amp; app development. Learn how to build/pitch a marketable product</li><li>Classroom/student showcase</li></ul>		<b>Advanced</b>	<b>ENTREPRENEURSHIP 2</b> <b>170 hours (full year)</b> Grades 10-12 <ul style="list-style-type: none"><li>Full-year foundational course; use lean startup methods; refine lean business model canvas &amp; MVP prototype</li><li>Investor pitch</li></ul>	
<b>Introductory</b>	<b>OPERATION MINDSET</b> <b>22-40 hours</b> Postsecondary <ul style="list-style-type: none"><li>Flexible, modular workshop to grow one's entrepreneurial mindset.</li><li>Can be blended with business and entrepreneurship programs.</li><li>Includes the book <i>The Entrepreneurial Mindset</i> by Kyle Garman.</li></ul>		<b>Intermediate</b>	<b>ESB PREP</b> <b>60-80 hours (semester)</b> Grades 9-12 & postsecondary <ul style="list-style-type: none"><li>Use lean business model canvas</li><li>Prepare for Certiport® Entrepreneurship &amp; Small Business credential</li></ul>		<b>nfte!</b> <i>Designed for Your Instructional Day</i>		
<b>Introductory</b>	<b>BIZCAMP</b> <b>40-60 hours</b> Grades 6-12 <ul style="list-style-type: none"><li>Use lean business model canvas to create an original business plan and pitch</li><li>Fast pitch or opportunity pitch</li><li>STEM BizCamp option available*</li></ul>		<b>Intermediate</b>	<b>ENTREPRENEURSHIP ESSENTIALS (EE)</b> <b>60-80 hours (semester)</b> Grades 9-12 (6-8 with scaffolding) <ul style="list-style-type: none"><li>Flexible, modular approach to Entrepreneurship 1; uses lean business model canvas to ideate</li><li>Fast pitch</li></ul>		<b>Looking for more?</b> <b>START IT UP!</b> <b>20-40 hours</b> Ignite mindset & gain tools to act entrepreneurially in the global business world & career market. Educators can earn the Start It Up! certification badge <ul style="list-style-type: none"><li>Introductory (postsecondary/ beyond high school)</li><li>Investor pitch</li></ul>		
<b>Introductory</b>	<b>EXPLORING CAREERS</b> <b>60-65 hours</b> Grades 5-9 <ul style="list-style-type: none"><li>Explore careers &amp; personal finance, economics, &amp; entrepreneurship principles</li><li>Classroom/student showcase</li></ul>		<b>Intermediate</b>	<b>ENTREPRENEURSHIP 1</b> <b>170 hours (full year)</b> Grades 9-12 (5-8 with scaffolding) <ul style="list-style-type: none"><li>Full-year foundational course; use the lean business model canvas to ideate</li><li>Opportunity pitch</li></ul>		<b>PITCH TYPES:</b> <ul style="list-style-type: none"><li>Fast = 3 minutes</li><li>Opportunity = 7 minutes</li><li>Investor = 10 minutes</li></ul>		

# NFTE Programs

## At-a-glance

### BizCamp: Unit Scaffolding

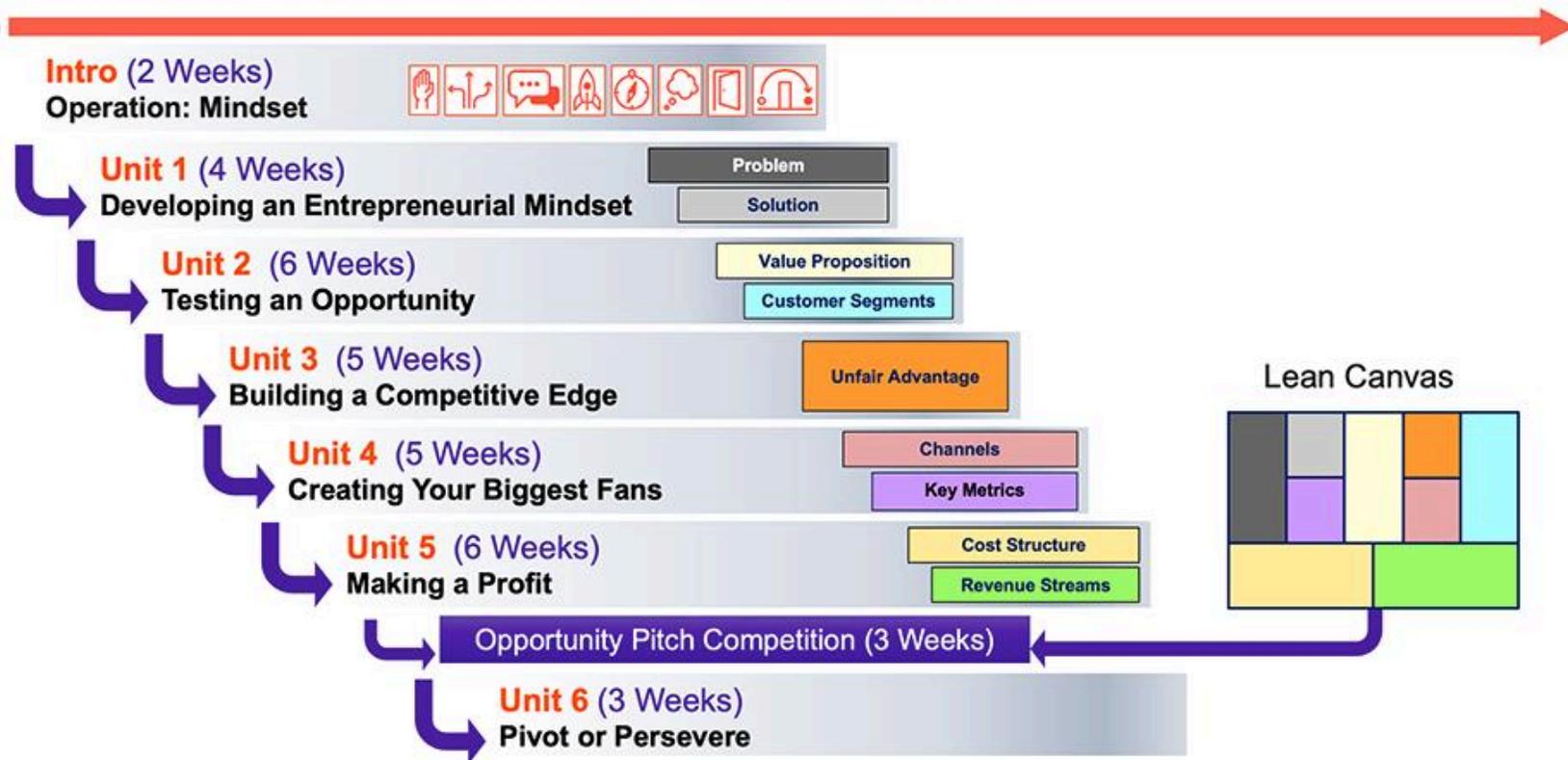


Modular Content!  
From 40 to 60 hours

# NFTE Programs

## At-a-glance

### Entrepreneurship 1: Unit Scaffolding



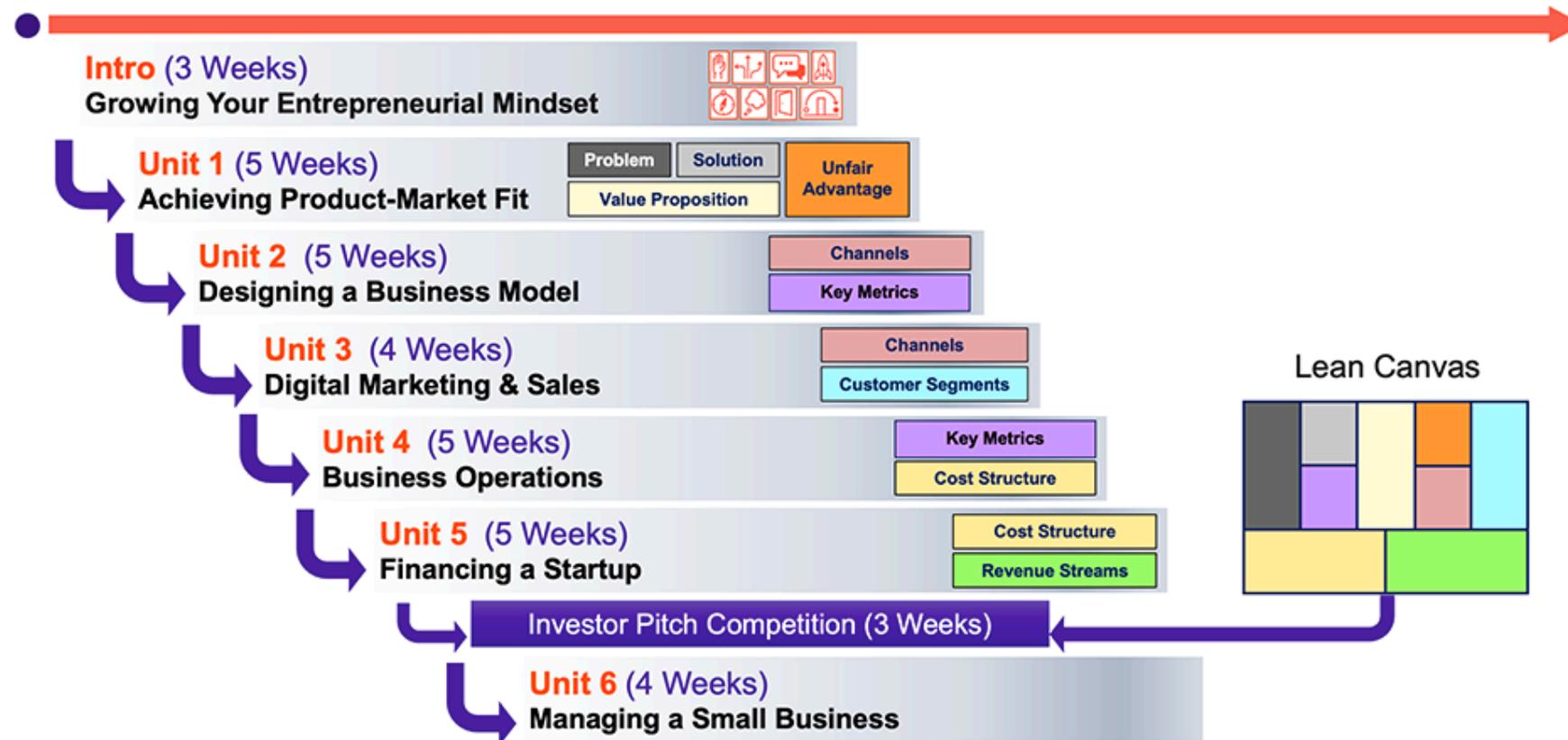
**Core Content!**  
Certification optional  
170 hours  
(full year)

*ESB aligned course!*  
This core NFTE course has 100% of the content necessary to prepare students for Certiport's Entrepreneurship & Small Business certification exam.

# NFTE Programs

## At-a-glance

### Entrepreneurship 2: Unit Scaffolding



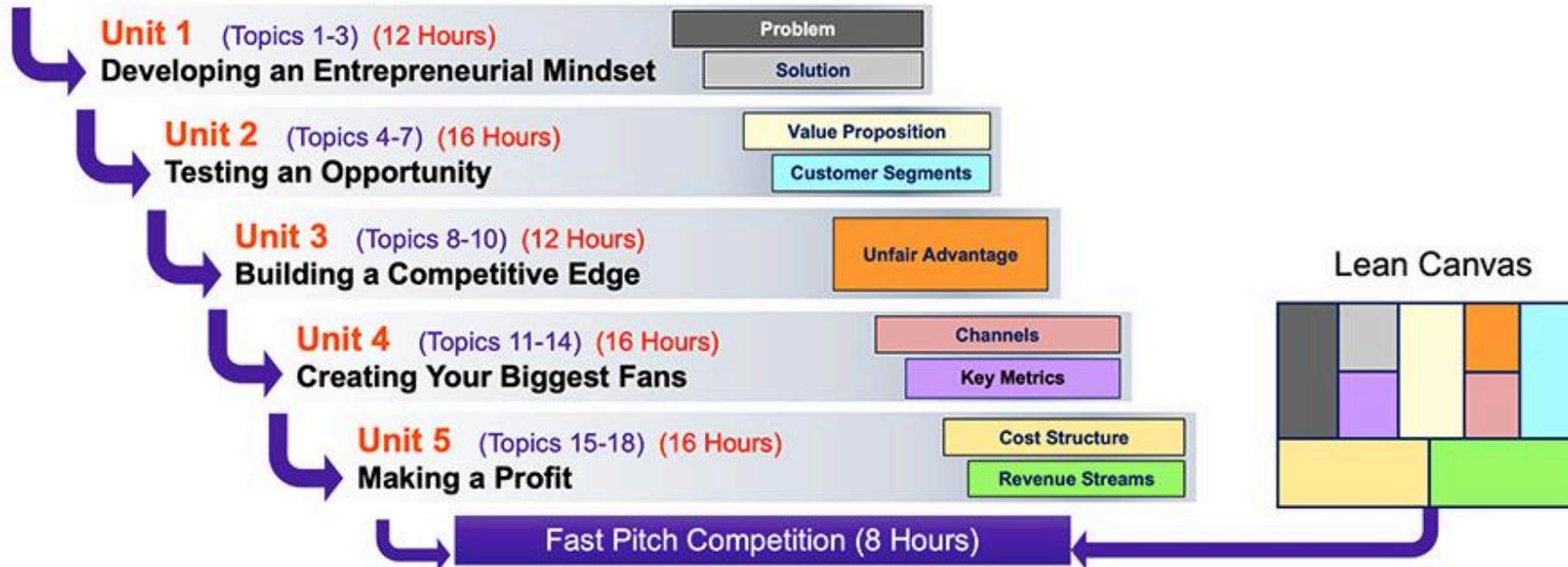
**Core Content!**  
Certification optional  
170 hours  
(full year)

*ESB aligned course!*  
This core NFTE course has 100% of the content necessary to prepare students for Certiport's Entrepreneurship & Small Business certification exam.

# NFTE Programs

## At-a-glance

### Entrepreneurship Essentials: Unit Scaffolding



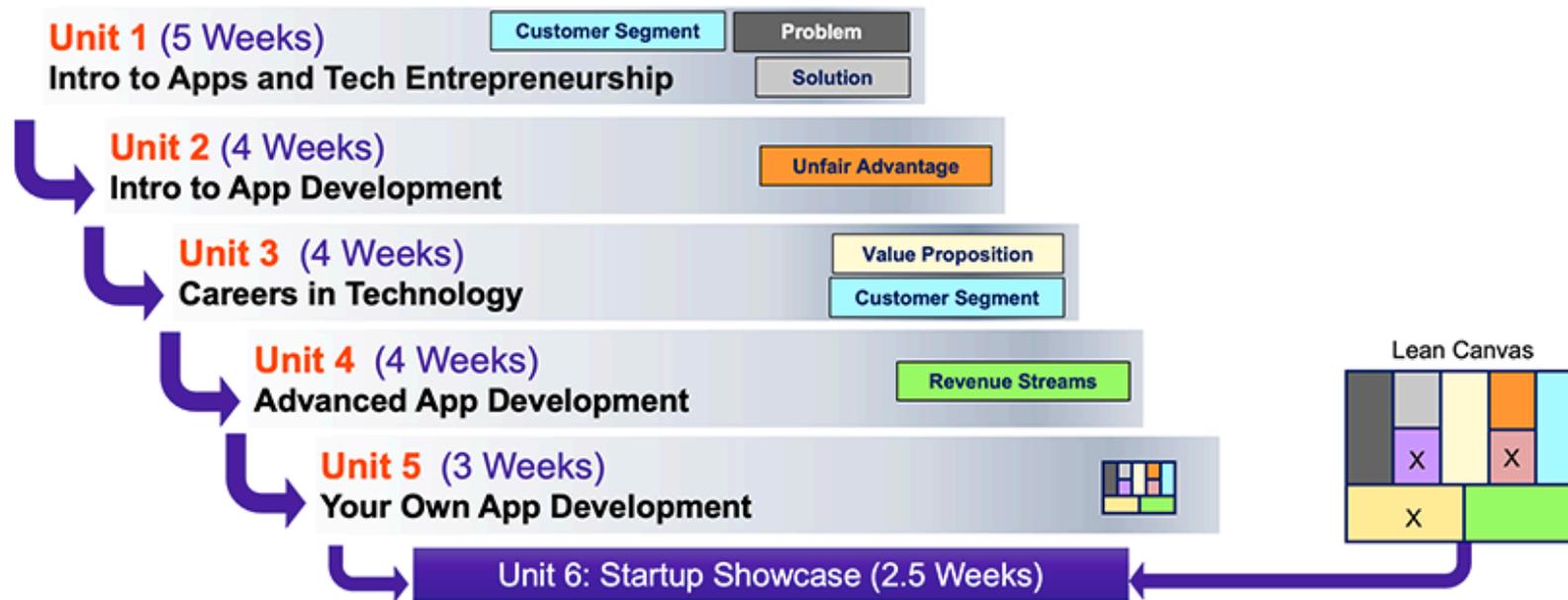
**Modular Content!**  
Certification optional  
*From 60 to 80 hours*

*ESB aligned course!*  
This core NFTE course has 100% of the content necessary to prepare students for Certiport's Entrepreneurship & Small Business certification exam.

# NFTE Programs

## At-a-glance

### Startup Tech: Unit Scaffolding

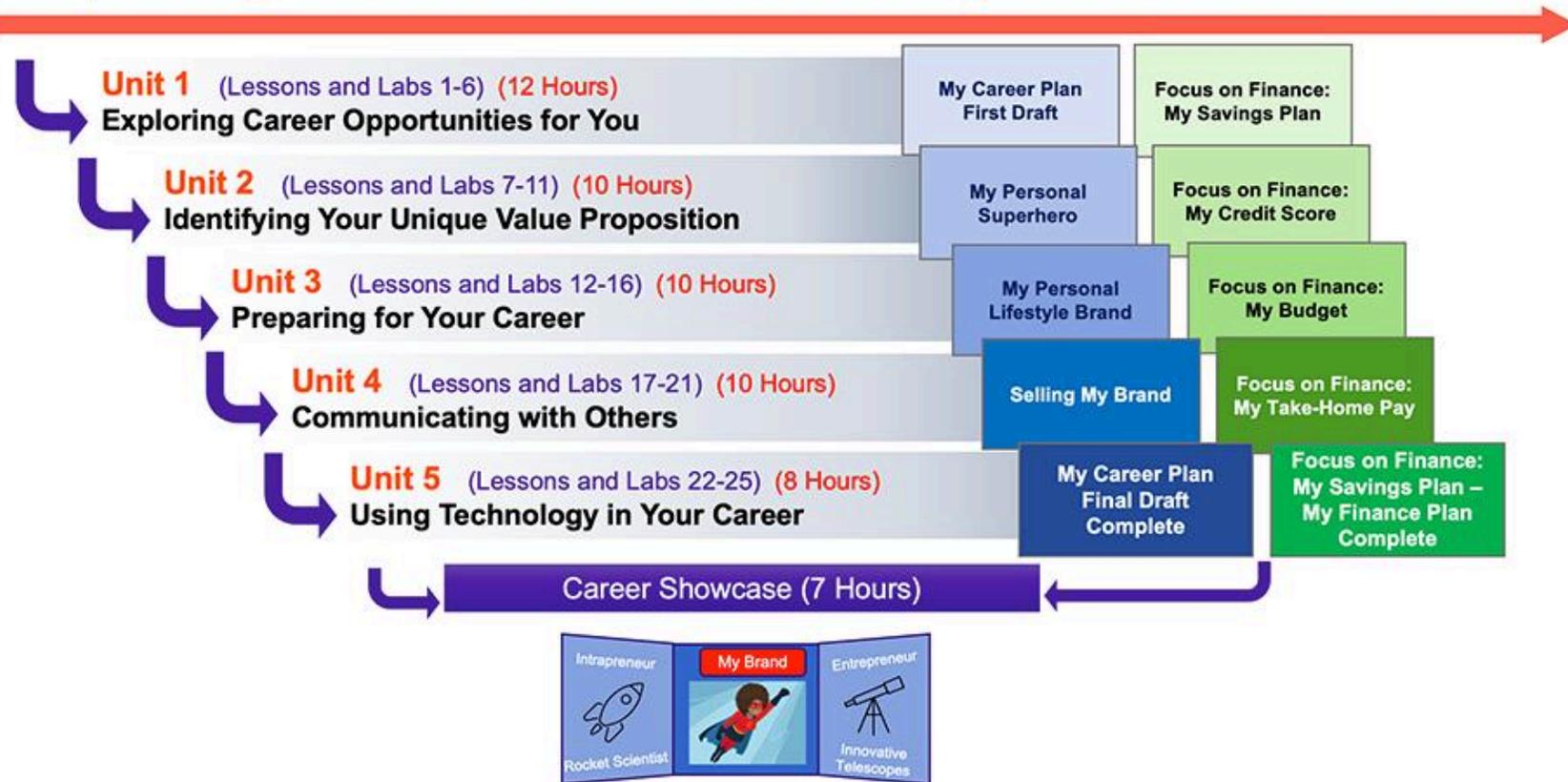


Core Content!  
170 hours  
(full year)

# NFTE Programs

## At-a-glance

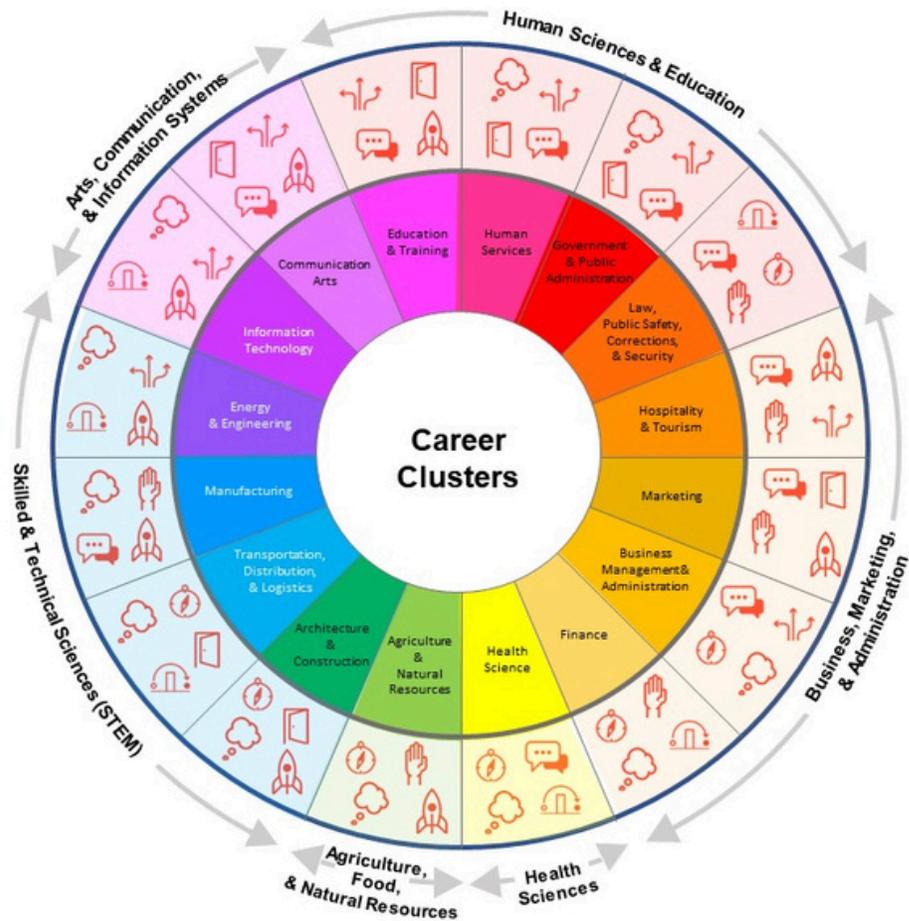
### Exploring Careers: Unit Scaffolding



**Modular Content!**  
*From 60 to 65 hours*

# Career & Technical Education (CTE)

## Fields, Clusters & Pathways



**Arts, Communication, & Information Systems**

- Communication Arts
  - 1) Audio/Video Technology and Film
  - 2) Journalism and Broadcasting
  - 3) Publishing Arts
  - 4) Printing Technology
  - 5) Communications Technology
  - 6) Visual Arts
- Information Technology
  - 1) Information Support and Services
  - 2) Network Systems
  - 3) Programming and Software Development
  - 4) Web and Digital Communications

**Human Sciences & Education**

- Education & Training
  - 1) Administration and Administrative Support
  - 2) Professional Support Services
  - 3) Teaching/Training
- Human Services
  - 1) Consumer Services
  - 2) Counseling and Mental Health Services
  - 3) Early Childhood Development and Services
  - 4) Family and Community Services
  - 5) Personal Care Services
- Government & Public Administration
  - 1) Foreign Service
  - 2) Corrections
  - 3) National Security
  - 4) Planning
  - 5) Public Management and Administration
  - 6) Regulation
  - 7) Procurement and Taxation
- Law, Public Safety, Corrections, & Security
  - 1) Corrections Services
  - 2) Emergency and Fire Management Services
  - 3) Law Enforcement Services
  - 4) Legal Services
  - 5) Security and Protective Services

**Business, Marketing, & Administration**

- Hospitality & Tourism
  - 1) Lodging
  - 2) Recreation, Amusements, & Attractions
  - 3) Restaurants and Food/Beverage Services
  - 4) Travel & Tourism
- Marketing
  - 1) Marketing Communications
  - 2) Marketing Management
  - 3) Marketing Research
  - 4) Merchandising
  - 5) Professional Sales
- Finance
  - 1) Accounting
  - 2) Banking Services
  - 3) Business Finance
  - 4) Insurance
  - 5) Securities & Investments
- Business Management & Administration
  - 1) Administrative Support
  - 2) Business Information Management
  - 3) General Management
  - 4) Human Resources Management
  - 5) Operations Management

**Health Sciences**

- Health Sciences
  - 1) Biotechnology Research and Development
  - 2) Diagnostic Services
  - 3) Health Insurance
  - 4) Support Services
  - 5) Therapeutic Services

**Agriculture, Food, & Natural Resources**

- Agriculture, Food, & Natural Resources
  - 1) Agribusiness Systems
  - 2) Animal Systems
  - 3) Environmental and Natural Resources Systems
  - 4) Food Products and Processing Systems
  - 5) Plant Systems
  - 6) Pesticide, Structural, & Technical Systems

**Skilled & Technical Sciences (STEM)**

- Science, Technology, Engineering, & Mathematics
  - 1) Engineering and Technology
  - 2) Science and Mathematics
- Manufacturing
  - 1) Health, Safety, and Environmental Awareness
  - 2) Logistics and Inventory Control
  - 3) Logistics Planning and Management Services
  - 4) Maintenance, Installation, and Repair
  - 5) Production
  - 6) Quality Assurance
- Architecture & Construction
  - 1) Construction
  - 2) Design and Pre-construction
  - 3) Maintenance and Operations
- Transportation, Distribution & Logistics
  - 1) Facility and Mobile Equipment Maintenance
  - 2) Health, Safety, and Environmental Management
  - 3) Logistics Planning and Management Services
  - 4) Sales and Services
  - 5) Transportation Operations
  - 6) Transportation Systems Infrastructure
  - 7) Planning, Management, and Regulations
  - 8) Warehousing and Distribution Center Operations

# NFTE Programs

## At-a-glance

### ESB Prep: Topic Scaffolding

**Topics 1 & 2** (Lessons 1-4) (5-8 Hours)  
Intro to ESB and the Entrepreneurial Mindset /  
The Lean Canvas and Design Thinking



**Topic 3** (Lessons 5-6) (3-4 Hours)  
Identifying Business Ideas & Turning Them Into Opportunities

Problem Solution

**Topic 4** (Lesson 7-8) (4-5 Hours)  
Lean Market Research & Competitive Advantages

Value Proposition Customer Segments Unfair Advantage

**Topic 5** (Lessons 9-10) (2-3 Hours)  
Marketing & Selling Products or Services

Value Proposition Channels Key Metrics

**Topic 6** (Lessons 11-12) (2-3 Hours)  
Customer Segments & Promotional Channels

Channels Key Metrics

**Topic 7** (Lessons 13-15) (6-7 Hours)  
Business Costs, Delivering Products & Services, and EOU Economics

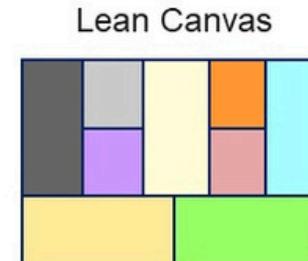
Cost Structure Revenue Streams

**Topic 8** (Lessons 16-17) (6-7 Hours)  
Financing and Running a Startup

Cost Structure Revenue Streams

Elevator Pitch (2-3 Hours)

ESB Certification



Modular  
Content!  
From 60 to  
80 hours

*Certification Readiness!*  
ESBPrep has 100% of the content  
necessary to prepare students for  
Certiport's Entrepreneurship &  
Small Business certification exam.

# NFTE Programs

## At-a-glance

### ESB Prep course

- Standalone course designed to prepare students for success on Certiport's Entrepreneurship and Small Business (ESB) Certification Exam
- 18 digital lessons with built-in activities, quizzes, and test prep (30-40 hours of instruction)
- Delivered in a versatile, user-friendly Canvas® course from NFTE®
- Test Prep Contents:



- ✓ Intro to ESB and the Entrepreneurial Mindset
- ✓ The Lean Canvas and Design Thinking
- ✓ Identifying Business Ideas & Turning Them Into Opportunities
- ✓ Lean Market Research and Competitive Advantages

- ✓ Marketing and Selling Products or Services
- ✓ Customer Segments and Promotional Channels
- ✓ Business Costs, Delivering Products & Services, and EOU Economics
- ✓ Financing and Running a Startup Elevator Pitch

**Modular Content!**  
*From 60 to 80 hours*

*Aligned with Core Courses!*  
Use ESB Flex lessons in NFTE's Entrepreneurship 1, Entrepreneurship 2, and Entrepreneurship Essentials courses to access 100% of the content necessary to prepare students for Certiport's Entrepreneurship & Small Business certification exam.