

Youth Business Initiative 7-Week Program

Outline

Class Structure ❖ Presentation (30 mins) ❖ Break (10 mins) ❖ Presentation continued (30 mins) ❖ Interactive activity (20 mins) Total time: 90 minutes

Week 1: Introduction + Market Research

A: Presentation ❖ Program aspects + talk about final Shark

Tank pitch competition (what the entire program will be like) ❖ Form groups of 3-4 (same group for entire

program) ❖ What is entrepreneurship? ❖ Aspects of being an entrepreneur ❖ Identify a problem/need (market research) **B: Activity** ❖ Pitch a product/service to address a

problem/need; explain what the need is **C: Homework** ❖ Working with your group, identify target

market and come up with a novel business idea (doesn't have to be super specific); type this out/write it down and bring it to next session ➤ Come up with several ideas based on pain

points in your own life

Week 2: Customer segment +

Unique Value Proposition **A:**

Presentation ❖ Different classifications of customers ❖ Why is it important to have a competitive

edge and how does an entrepreneur go about finding a unique value proposition? (examples) ❖

er Thiel Zero to One literacy lesson of

UVP (simplified) ❖ Lead-in into customer acquisition strategy ❖ AirBnB and bble as case studies

B: Activity ❖ Students will be given worksheet describing

three different businesses; they will be tasked with identifying customer segments and unique value proposition

C: Homework ❖ Using the business idea formulated last week,

identify your desired customer segments with your teammates; make sure to explain why you're targeting these groups. Also, explain your business's unique value proposition.

Week 3: Costs and Revenue

Channels/Business Models **A:**

Presentation ❖ The nature of revenue channels ❖ The different types of business models

(Freemium, Side-stream, advertising, etc.)

❖ Costs associated with operation ❖ Venture Capital

➤ Borrowing money (debt-financial) ➤ Equity-financing ➤ Convertible notes ❖

What is the importance of knowing how

much money comes from each revenue

channel? ❖ How does customer segmentation relate to

revenue channels? **B: Activity** ❖ Famous companies list; don't tell them the

type of business model and have the kids guess based on description of company

➤ Have the kids get into groups and

collaborate to decide on answers; present about their answers and reasoning; best team gets prizes

Week 5: Pitching a Business Idea

(business idea

1 A: Presentation ❖ How to pitch a

developed in the first week) make money?

Describe revenue channels with your group

➤ Identify costs and time requirements as well

Week 4: Marketing functions and channels

A: Presentation ❖ What are the different marketing functions?

➤ 4 P's of marketing ➤ Purpose of marketing for the seller for

his/her company as well as the urge to influence the buyer (profit vs. influence)

➤ How does marketing help to form and

enhance your personal brand ➤ How does marketing help to solidify your

company's presence in the business community ➤ Types of marketing:

- Cold-canvassing

- Internet marketing

- 8 in total ➤ Cost of

customer acquisition ❖ The ways in which a company can reach

prospective customers ❖ What are

the channels by which a company

can reach its customers ➤ Use case study with Chegg vs. LinkedIn

vs. other companies B: Activity ❖

Students will receive a handout describing a company's marketing strategy. They will analyze this strategy and suggest improvements, presenting to the rest of the class. C: Homework

Using your business idea, develop 3 possible channels to market your product/service with your group. Explain why these channels would

business idea

Presentation Skills ➤ Elements of a Pitch

ck ➤ Elements of an Elevator Pitch ➤

sources to Implement ➤ Making a

presentation on Google Slides ❖ Sample pitch, incorporating all the elements

we've taught so far ❖ Time

begin working on pitch w/

individualized help B: Activity ❖

Students will get 15 mins to prepare an

introductory elevator pitch, incorporating the main

elements taught in class C: Homework ❖

Students should begin work with their group

on their pitch and Powerpoint using the

business idea and elements they've

been developing for the last month.

Week 6: Legal Aspects of Business +

Work Day A: Presentation ❖ Corporation vs

LLC vs sole proprietorship ❖ Basic discussion

on lawsuits ❖ Business ethics (especially with

regards to privacy) ❖ Copyrights/Trademarks ❖

Time in class to continue working on pitch B:

Activity ❖ Business ethics role play; students will

analyze the situation of a company in an ethical conflict and give suggestions to solve the

problem C: Homework ❖ Continue to work on pitch for competition

next week with your group

Week 7: Shark Tank Pitch + Closing

Ceremony Demo Day (everyone in the

community invited to come) ❖ Students will

make their business pitch

(which they have been working on since the start of the program) to a panel of judges ❖

Judges will offer feedback, ask questions (similar to Shark Tank), and score the pitches

[Closing Ceremony](#) ❖ Guest speaker invited to talk about

entrepreneurship/inspirational speech

Awards/Scholarships given out ❖ Have everyone fill out a survey so we know

how to improve in the future as a

❖ program ❖ Group photo