

Introduction to Entrepreneurship

30 hours of curriculum designed to be an **Introduction to Entrepreneurship** that can be integrated into all subject classes or after-school experience. Students take three units of engaging **Project-Based Curriculum** that focuses on **Entrepreneurial Mindset** and **Skill Acquisition**.

The Three Units



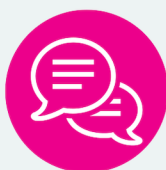
Gamified Simulation - FamBiz

In the game, students will be a CEO while trying to balance their in-game community, team, and personal health while making business decisions. This emphasis on the Social and Emotional aspects of running a business helps young people learn about their personal interests and strengths.



The Design Challenge

A project-based curriculum in which students work to develop innovative solutions for real clients in their communities. Students are guided through the Human-Centered Design process on BUILD's digital platform. The content was created to empower students and give them a sense of self-agency through entrepreneurship.



Idea Pitch Event

Students develop their elevator pitch skills by presenting their product idea and why it's innovative and effective in solving the client problem they've identified. This becomes a 3-4 minute product pitch (problem + value prop) – which will be presented Shark Tank style to a panel of volunteer judges.

Educator Resources

- Ready to implement curriculum
- Playbook for creating a culminating community event for students to present their work
- Minimum of 3 hours of Professional Development

