

DISCLAIMER:

This document is NOT a curriculum guide. This document was NOT created with the intention that you follow it exactly. This document is a version of what one might do in their classroom if they had a semester to work with. A few tips...

- > Do not do exactly what is on this document. Make it your own. Make it work for you, your class, your kids, your schedule. Use your beautiful teacher brains and do some planning!
- > Buffer Week and Flex Days - use these days throughout the semester in the event that you need more time to cover a topic or need to reiterate an activity.
- > Use all the resources you have available to you: Youth Entrepreneurs curriculum and resources, YE Staff, YE teachers across the country, Business Model Generator book, the internet, etc.
- > If you need help...ASK!!!

Activities noted by an asterisk () can be repeated as desired.*

WEEK 1

DAY 1	Pit with Name Cards Introduce YE Currency and Auctions What is YE? (Use YouTube channels videos, website, etc. to share about YE program and opportunities students will have by being in the program) Introduce Foundational Values using The Codec
DAY 2	What's in a Handshake? YE video featuring YE alum (James Harris, Jaren Hemphill, etc.) (YE YouTube channel) Foundational Values Walkabout Cinema Challenge
DAY 3	Networking using Human Treasure Hunt + knowledge from What's in a Handshake? Review Foundational Values and complete Codec for FVs Zoom Explain how Auctions will be ran in your classroom Auction
DAY 4	Think Outside the Box Complete the Codec - Foundational Values relative to any of the previous activities (Cinema Challenge, Zoom, Think Outside the Box)
DAY 5	Vacant Lot Opportunity Mindset S.M.A.R.T. Goals - Create S.M.A.R.T. Goals for what they want to achieve over the next year or in the future

WEEK 2

DAY 1	Discuss personal branding Complete Personal Branding Project Share personal brand with class
DAY 2	CORE: Towers - Use the FV Behavior Model to observe behavior Complete The Codec - Foundational Values relative to Towers
DAY 3	CORE: Cowboy Inkblot and Find the Numbers 3 Simple but Not Easy Money Bowl Watch John Stossel's "Greed" video: https://youtu.be/pja_dFqaQ5Y
DAY 4	CORE: Trading Game CORE: CPV Triangle - Part 1
DAY 5	CORE: CPV Triangle - Part 2 CORE: Speak Out Cards* Three-Legged Stool Auction

WEEK 3

DAY 1	10 Economic Principles - The Four Ss Fill out The Codec Negotiating Game - relate to the Four Ss
DAY 2	Continue 10 Economic Principles - The Four Market Measures Fill out The Codec Bead-Ville - relate to the Four Market Measures
DAY 3	What is an Entrepreneur? What is Entrepreneurship? Discussion Complete 100 Entrepreneurs Who Changed the World project OR Decade of Entrepreneurship project Begin Entrepreneurship presentations
DAY 4	Finish Entrepreneurship presentations Fill out The Codec relative to Entrepreneurship project from this week Auction
DAY 5	The Creativity Minute IDEO shopping cart and/ or cubicle video (IDEO Shopping Cart video: https://youtu.be/M66ZU2PClcm ; IDEO Cubicle video: https://youtu.be/iuzMTw37p9g) Innovation Activity - Ironing board Pitch Innovation - students choose with YE bonds

WEEK 4

DAY 1	Labor Day – No School
DAY 2	The Creativity Minute Pitch It – students vote using YE bonds CORE: Disruptus
DAY 3	CORE: Pit* Continue 10 Economic Principles – Ricardo's Law of Comparative Advantage Fill out The Codec
DAY 4	CORE: Paper Airplane Factory – relate to Ricardo's Law of Comparative Advantage Watch an episode of "The Profit" and complete The Codec
DAY 5	Garbology Market research discussion – What is it? How do you conduct market research? Auction

WEEK 5

DAY 1	CORE: Hershey's Market Research Student pitches
DAY 2	Target Market Person Student pitches
DAY 3	LEGO COGS Activity CORE: Dirt & Worms*
DAY 4	CORE: Back of the Napkin using Dirt & Worm calculations Three-Legged Stool Introduce Market Day and its expectations Allow students time to get in groups and brainstorm ideas
DAY 5	Introduce Business Model Canvas: 9 Questions – Ask students to complete 9 Questions canvas for an idea that you provide (Shark Tank episode, school problem, etc.) Using 9 Questions, use the BIO Sheet Teacher Guide to help them add more ideas. Demonstrate connection from 9 Questions to formal Business Model Canvas (have students place sticky notes in corresponding BMC box) Use BMC Cheat Sheet to help them add more ideas. Auction

WEEK 6

**Weeks 6-9 focus on Market Day prep activities (shaded in gray). If your Market Day falls earlier or later than your Week 8, then move this block of prep activities together to allow your students to adequately prepare for their Market Day experience.*

DAY 1	Begin BMC for Market Day planning: BMC - Value Proposition BMC - Customer Segments Conduct market research and gather data
DAY 2	Review market research Make final decision of product or service to offer Polish Value Proposition and Customer Segments BMC - Channels BMC - Customer Relationships
DAY 3	BMC - Revenue Streams BMC - Cost Structure
DAY 4	Finish financials (Revenue Streams, Cost Structure) Complete Back of the Napkin calculations for Market Day product S.M.A.R.T. Goals - Have students compose 1-2 S.M.A.R.T. goals for Market Day
DAY 5	BMC - Key Partners BMC - Key Activities BMC - Key Resources Polish Business Model Canvas Auction

WEEK 7

DAY 1	Share expectations and requirements for Market Day oral pitch Begin preparing Market Day oral pitch
DAY 2	Prepare Market Day pitch
DAY 3	Market Day pitches
DAY 4	Share feedback about Market Day pitches Allow students time to revise their planning and submit their request for funds The Codec for Market Day preparations Submit Market Day loan request
DAY 5	Continue/complete Customer Relationships work Place orders with vendors Determine workflow and logistics Get flyers approved by administration (if required) Post flyers, print materials, etc. Auction

WEEK 8

DAY 1	Market Day prep: <ul style="list-style-type: none"> • Design posters • Create shopping list • Update to-do list Confirm orders, deliveries, and pick-ups
DAY 2	<i>Flex day - Use as needed to make-up planning for Market Day, select activity from YE Academy, finish Customer Relationships work, etc.</i>
DAY 3	Review day-of Market Day plans one group at a time
DAY 4	Final Market Day prep: <ul style="list-style-type: none"> • Hand out loans • Confirm orders, deliveries, and pick-ups • Check shopping list • Create task list to remind students about what they need to do/remember/bring and who is responsible for each item
DAY 5	MARKET DAY

WEEK 9

DAY 1	Market Day follow-up: <ul style="list-style-type: none"> • Cash Out Form – Payback loan • Individual Reflection – The Codec • Team Reflection – The Codec Market Day celebration!
DAY 2	Repeat Pit, Disruptus Discuss Design Thinking How To Guide
DAY 3	Footwear Design Project
DAY 4	Footwear Design Project pitches Complete The Codec
DAY 5	<i>Flex day - Use as needed to make-up work, select activity from YE Academy, etc.</i> Auction

WEEK 10

DAY 1	I, Pencil
DAY 2	I, Pencil (Select alternate topic of discussion from I, Pencil activity guide)
DAY 3	Review BMC – Complete for a local business Pitch BMC
DAY 4	CORE: Boneyard Brainstorm ideas for CORE: BMC – Prospective Business project Auction
DAY 5	BMC Teacher's Guide – First Iteration of BMC – Prospective Business idea. Explain the process of first iteration. Allow opportunity for students to seek feedback. Development of supporting materials Use YE Academy activities to reinforce concepts.

WEEK 11

DAY 1	BMC Teacher's Guide – First Iteration of BMC – Prospective Business idea. Explain the process of first iteration. Allow opportunity for students to seek feedback. Development of supporting materials Use YE Academy activities to reinforce concepts.
DAY 2	BMC Teacher's Guide – Second Iteration of BMC – Prospective Business Allow opportunity for students to seek feedback. Development of supporting materials Use YE Academy activities to reinforce concepts.
DAY 3	BMC Teacher's Guide – Second Iteration of BMC – Prospective Business Allow opportunity for students to seek feedback. Development of supporting materials Use YE Academy activities to reinforce concepts.
DAY 4	BMC Teacher's Guide – Third Iteration Allow opportunity for students to seek feedback. Development of supporting materials Use YE Academy activities to reinforce concepts.
DAY 5	BMC Teacher's Guide – Third Iteration Allow opportunity for students to seek feedback. Development of supporting materials Use YE Academy activities to reinforce concepts. Auction

WEEK 12

DAY 1	BMC Teacher's Guide - Fourth Iteration Allow opportunity for students to seek feedback. Development of supporting materials Allow opportunity for students to practice pitching and seek feedback (BMC - Partner Pitch) Use YE Academy activities to reinforce concepts.
DAY 2	BMC Teacher's Guide - Fourth Iteration Allow opportunity for students to seek feedback. Development of supporting materials Allow opportunity for students to practice pitching and seek feedback (BMC - Partner Pitch) Use YE Academy activities to reinforce concepts.
DAY 3	BMC Teacher's Guide - Fifth Iteration Allow opportunity for students to seek feedback. Allow opportunity for students to practice pitching and seek feedback (BMC - Partner Pitch) Development of supporting materials Use YE Academy activities to reinforce concepts.
DAY 4	BMC Teacher's Guide - Fifth Iteration Allow opportunity for students to seek feedback. Allow opportunity for students to practice pitching and seek feedback (BMC - Partner Pitch) Development of supporting materials Use YE Academy activities to reinforce concepts.
DAY 5	Share expectations and parameters for BMC Project Pitch Craft BMC Project Pitch and supporting materials

WEEK 13

**Starting in Weeks 13-17, Market Day #2 prep activities (shaded in gray) begin. If your Market Day falls earlier or later than your Week 14, then move this block of prep activities together to allow your students to adequately prepare for their Market Day experience. Market Day #2 is OPTIONAL - Other capstones include the Vacant Lot or a capstone of your own design.*

DAY 1	Craft BMC Project Pitch and supporting materials
DAY 2	Sharing of business ideas to public audience (classroom pitch, classroom competition, panel of judges, gallery walk, video submission, etc.)
DAY 3	BMC Project Pitch celebration!
DAY 4	Begin BMC for Market Day planning: BMC - Value Proposition BMC - Customer Segments Conduct market research and gather data
DAY 5	Review market research Make final decision of product or service to offer Polish Value Proposition and Customer Segments BMC - Channels BMC - Customer Relationships Auction

WEEK 14

DAY 1	Finish financials (Revenue Streams, Cost Structure) Complete Back of the Napkin calculations for Market Day product S.M.A.R.T. Goals – Have students compose 1-2 S.M.A.R.T. goals for Market Day
DAY 2	BMC – Key Partners BMC – Key Activities BMC – Key Resources Polish Business Model Canvas Auction
DAY 3	Share expectations and requirements for Market Day oral pitch Begin preparing Market Day oral pitch
DAY 4	Prepare Market Day pitch
DAY 5	Market Day pitches

WEEK 15

DAY 1	Share feedback about Market Day pitches Allow students time to revise their planning and submit their request for funds The Codec for Market Day preparations Submit Market Day loan request
DAY 2	Continue/complete Customer Relationships work Place orders with vendors Determine workflow and logistics Get flyers approved by administration (if required) Post flyers, print materials, etc. Auction
DAY 3	THANKSGIVING BREAK
DAY 4	THANKSGIVING BREAK
DAY 5	THANKSGIVING BREAK

WEEK 16

DAY 1	Market Day prep: <ul style="list-style-type: none"> • Design posters • Create shopping list • Update to-do list Confirm orders, deliveries, and pick-ups
DAY 2	<i>Flex day - Use as needed to make-up planning for Market Day, select activity from YE Academy, finish Customer Relationships work, etc.</i>
DAY 3	Review day-of Market Day plans one group at a time
DAY 4	Final Market Day prep: <ul style="list-style-type: none"> • Hand out loans • Confirm orders, deliveries, and pick-ups • Check shopping list Create task list to remind students about what they need to do/remember/bring and who is responsible for each item
DAY 5	MARKET DAY #2

WEEK 17

DAY 1	Market Day follow-up: <ul style="list-style-type: none"> • Cash Out Form – Payback loan • Individual Reflection – The Codec • Team Reflection – The Codec • Market Day #2 celebration!
DAY 2	Introduce Vacant Lot PBL Project
DAY 3	Continue Vacant Lot PBL Project
DAY 4	Continue Vacant Lot PBL Project
DAY 5	Vacant Lot PBL Project pitches

WEEK 18

DAY 1	<i>Flex day - Use as needed to make-up work, select activity from YE Academy, etc.</i>
DAY 2	Repeat Towers – observe behavior using FV Behavior Model; compare behavior to previous experience playing Towers Final game of Pit and Auction
DAY 3	Finals Day
DAY 4	Finals Day
DAY 5	Grade Day – No students