

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 year 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)
DAY 2	What's in a Handshake? YE video featuring YE alum (James Harris, Jaren Hemphill, etc.) (YE YouTube channel) Introduce Foundational Values using The Codec
DAY 3	Networking using Human Treasure Hunt + knowledge from What's in a Handshake? Foundational Values Walkabout
DAY 4	Review Foundational Values and complete Codec for FVs Cinema Challenge
DAY 5	Zoom Explain how Auctions will be ran in your classroom Auction

WEEK 2

DAY 1	Think Outside the Box
DAY 2	Vacant Lot Opportunity Mindset Complete the Codec - Foundational Values relative to any of the previous activities (Cinema Challenge, Zoom, Think Outside the Box, Vacant Lot Opportunity Mindset)
DAY 3	Discuss personal branding Begin Personal Branding Project
DAY 4	Complete Personal Branding Project Share personal brand with class
DAY 5	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 3

DAY 1	CORE: Towers - Use the FV Behavior Model to observe behavior
DAY 2	The Codec - Foundational Values relative to Towers CORE: Cowboy Inkblot and Find the Numbers 3 Simple but Not Easy
DAY 3	Money Bowl Begin John Stossel's "Greed" video: https://youtu.be/pja_dFqaQ5Y
DAY 4	Finish John Stossel's "Greed" video The Codec for Money Bowl Auction
DAY 5	CORE: Trading Game

WEEK 4

DAY 1	Labor Day - No School
DAY 2	CORE: CPV Triangle - Part 1
DAY 3	CORE: CPV Triangle - Part 2 CORE: Speak Out Cards* Three-Legged Stool
DAY 4	10 Economic Principles - The Four Ss Fill out The Codec
DAY 5	Negotiating Game - relate to the Four Ss

WEEK 5

DAY 1	Continue 10 Economic Principles – The Four Market Measures Fill out The Codec
DAY 2	Bead-Ville – relate to the Four Market Measures
DAY 3	What is an Entrepreneur? What is Entrepreneurship? Discussion Begin 100 Entrepreneurs Who Changed the World project OR Decade of Entrepreneurship project
DAY 4	Continue Entrepreneurship project prep
DAY 5	Present Entrepreneurship presentations Auction

WEEK 6

DAY 1	Finish Entrepreneurship presentations Fill out The Codec relative to Entrepreneurship project from Week 5
DAY 2	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
DAY 3	The Creativity Minute Finish Innovation Activity Pitch Innovation – students choose with YE bonds
DAY 4	The Creativity Minute Pitch It – students vote using YE bonds
DAY 5	The Creativity Minute* CORE: Disruptus

WEEK 7

DAY 1	CORE: Pit*
DAY 2	Continue 10 Economic Principles – Ricardo’s Law of Comparative Advantage Fill out The Codec
DAY 3	CORE: Paper Airplane Factory – relate to Ricardo’s Law of Comparative Advantage
DAY 4	Watch an episode of “The Profit” and complete The Codec
DAY 5	Garbology Auction

WEEK 8

DAY 1	Market research discussion – What is it? How do you conduct market research? Begin CORE: Hershey's Market Research
DAY 2	Finish Hershey's Market Research Student pitches
DAY 3	Begin Target Market Person
DAY 4	Finish Target Market Person Student pitches
DAY 5	Invention Activity – Create a product that creates value for the customer described in Garbology Student pitches

WEEK 9

DAY 1	LEGO COGS Activity
DAY 2	CORE: Dirt & Worms*
DAY 3	CORE: Back of the Napkin using Dirt & Worm calculations
DAY 4	Three-Legged Stool 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.)
DAY 5	Using 9 Questions from yesterday, 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 10

*Weeks 10-15 focus on Market Day prep activities (shaded in gray). 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.

DAY 1	Introduce Market Day and its expectations Allow students time to get in groups and brainstorm ideas
DAY 2	Begin BMC for Market Day planning: BMC - Value Proposition
DAY 3	BMC - Customer Segments Conduct market research and gather data
DAY 4	Review market research Make final decision of product or service to offer Polish Value Proposition and Customer Segments
DAY 5	S.M.A.R.T. Goals - Have students compose 1-2 S.M.A.R.T. goals for Market Day BMC - Channels

WEEK 11

DAY 1	BMC - Customer Relationships
DAY 2	BMC - Revenue Streams
DAY 3	BMC - Cost Structure
DAY 4	Finish financials (Revenue Streams, Cost Structure) Complete Back of the Napkin calculations for Market Day product
DAY 5	BMC - Key Partners BMC - Key Activities Auction

WEEK 12

DAY 1	BMC - Key Resources Polish Business Model Canvas
DAY 2	Share expectations and requirements for Market Day oral pitch Begin preparing Market Day oral pitch
DAY 3	Prepare Market Day pitch
DAY 4	Prepare Market Day pitch Begin Market Day pitches
DAY 5	Finish Market Day pitches

WEEK 13

DAY 1	Share feedback about Market Day pitches Allow students time to revise their planning and submit their request for funds
DAY 2	The Codec for Market Day preparations Submit Market Day loan request
DAY 3	Complete Customer Relationships activities – Create flyers, commercials, promotional items, etc.
DAY 4	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.
DAY 5	<i>Flex day - Use as needed to make-up planning for Market Day, select activity from YE Academy, finish Customer Relationships work, etc.</i> Auction

WEEK 14

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 15

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
DAY 2	Market Day celebration!
DAY 3	THANKSGIVING BREAK
DAY 4	THANKSGIVING BREAK
DAY 5	THANKSGIVING BREAK

WEEK 16

DAY 1	Repeat Pit, Disruptus
DAY 2	Discuss Design Thinking How To Guide
DAY 3	Begin Footwear Design Project
DAY 4	Finish Footwear Design Project Begin pitches
DAY 5	Finish pitches Complete The Codec

WEEK 17

DAY 1	I, Pencil
DAY 2	I, Pencil
DAY 3	I, Pencil (Select alternate topic of discussion from I, Pencil activity guide)
DAY 4	<i>Flex day - Use as needed to make-up work, select activity from YE Academy, etc.</i>
DAY 5	<i>Flex day - Use as needed to make-up work, select activity from YE Academy, etc.</i> Auction

WEEK 18

DAY 1	<i>Flex day - Use as needed to make-up work, select activity from YE Academy, etc.</i>
DAY 2	Review Day
DAY 3	Finals Day
DAY 4	Finals Day
DAY 5	Grade Day – No students

WEEK 19

DAY 1	New Year's Day – No School
DAY 2	CORE: Boneyard
DAY 3	Review BMC – Complete for a local business
DAY 4	Pitch
DAY 5	Brainstorm ideas for CORE: BMC – Prospective Business project Auction

WEEK 20

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. Suggested activity: Disruptus
DAY 2	
DAY 3	
DAY 4	
DAY 5	

WEEK 21

DAY 1	MLK, Jr. Day – No School
DAY 2	BMC Teacher's Guide – Second Iteration of BMC – Prospective Business from last week, unless they need to pivot. Allow opportunity for students to seek feedback. Development of supporting materials Use YE Academy activities to reinforce concepts. Suggested activity: Pit or Boneyard Auction
DAY 3	
DAY 4	
DAY 5	

WEEK 22

DAY 1	BMC Teacher's Guide – Third Iteration Allow opportunity for students to seek feedback. Development of supporting materials Use YE Academy activities to reinforce concepts. Suggested activity: Promotional Mix, Social Media Plan
DAY 2	
DAY 3	
DAY 4	
DAY 5	

WEEK 23

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. Suggested activity: Ice Cream Sundae (or choose other item to practice COGS) Auction
DAY 2	
DAY 3	
DAY 4	
DAY 5	

WEEK 24

DAY 1	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. Suggested activity: Back of the Napkin
DAY 2	
DAY 3	
DAY 4	
DAY 5	

WEEK 25

DAY 1	Share expectations and parameters for BMC Project Pitch Craft BMC Project Pitch and supporting materials
DAY 2	Craft BMC Project Pitch and supporting materials
DAY 3	Craft BMC Project Pitch and supporting materials
DAY 4	Sharing of business ideas to public audience (classroom pitch, classroom competition, panel of judges, gallery walk, video submission, etc.)
DAY 5	BMC Project Pitch celebration! Auction

WEEK 26

DAY 1	President's Day – No School
DAY 2	Bridge Building for Team Building – observe behavior using FV Behavior Model
DAY 3	Ask students to create a game or short video to teach Foundational Values + another YE topic. (Example topics: BMC, financials, marketing, economics, entrepreneurial mindset, etc.) *Coming soon to YE Academy: Game Challenge
DAY 4	Continue game or video creation
DAY 5	Share games or videos

WEEK 27

**Weeks 27-32 focus on Market Day #2 prep activities (shaded in gray). 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	Introduce Market Day and its expectations Allow students time to get in groups and brainstorm ideas
DAY 2	Begin BMC for Market Day #2 planning: BMC – Value Proposition
DAY 3	BMC – Customer Segments Conduct market research and gather data
DAY 4	Review market research Make final decision of product or service to offer Polish Value Proposition and Customer Segments
DAY 5	S.M.A.R.T. Goals – Have students compose 1-2 S.M.A.R.T. goals for Market Day BMC – Channels

WEEK 28

DAY 1	BMC – Customer Relationships
DAY 2	Ice Cream Sundae (or other COGS activity)
DAY 3	BMC – Revenue Streams
DAY 4	BMC – Cost Structure
DAY 5	Finish financials (Revenue Streams, Cost Structure) Complete Back of the Napkin calculations for Market Day product Auction

WEEK 29

DAY 1	BMC – Key Partners BMC – Key Activities BMC – Key Resources Polish BMC
DAY 2	Share expectations and requirements for Market Day pitch Begin preparing Market Day pitch
DAY 3	Prepare Market Day pitch Begin Market Day pitches
DAY 4	Finish Market Day pitches
DAY 5	<i>Flex day - Use as needed to make-up planning for Market Day, select activity from YE Academy, finish Customer Relationships work, etc.</i> Auction

WEEK 30

DAY 1	Spring Break – No School
DAY 2	
DAY 3	
DAY 4	
DAY 5	

WEEK 31

DAY 1	Share feedback about Market Day pitches Allow students time to revise their planning and submit their request for funds Submit Market Day loan request
DAY 2	The Codec for Market Day preparations
DAY 3	Complete Customer Relationships activities – Create flyers, commercials, promotional items, etc.
DAY 4	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.
DAY 5	<i>Flex day - Use as needed to make-up planning for Market Day, select activity from YE Academy, finish Customer Relationships work, etc.</i> Auction

WEEK 32

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	Review day-of Market Day plans one group at a time
DAY 3	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 4	MARKET DAY #2
DAY 5	Good Friday – No School

WEEK 33

DAY 1	Market Day follow-up: • Cash Out Form – Payback loan • Individual Reflection – The Codec • Team Reflection – The Codec
DAY 2	Market Day #2 celebration!
DAY 3	Introduce Vacant Lot PBL Project
DAY 4	Continue Vacant Lot PBL Project
DAY 5	Continue Vacant Lot PBL Project Auction

WEEK 34

DAY 1	Continue Vacant Lot PBL Project
DAY 2	Introduce guidelines for Vacant Lot PBL Project pitch
DAY 3	Continue prepping Vacant Lot PBL Project pitch
DAY 4	Begin Vacant Lot PBL Project pitch
DAY 5	Finish Vacant Lot PBL Project pitch

WEEK 35

DAY 1	Buffer Week - use these days throughout the semester in the event you need more time to cover a topic or need to reiterate an activity
DAY 2	
DAY 3	
DAY 4	
DAY 5	

WEEK 36

DAY 1	Repeat Towers – observe behavior using FV Behavior Model; compare behavior to previous experience playing Towers
DAY 2	Final game of Pit and Auction
DAY 3	Finals Day
DAY 4	Finals Day
DAY 5	Grade Day – No students