

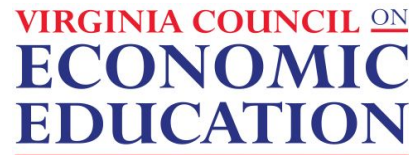


# Dr. Cheryl Ayers

Center for Economic Education  
Virginia Tech

Virginia Personal Finance  
Teacher Fellowship Program  
VCEE

Economic Empowerment Project  
Founder & Director



# Today's Objectives & Agenda

- 1) Understand research-based **reasons to integrate** entrepreneurship education across grades and core academic subjects as well as economics and personal finance.
- 2) Review **basic entrepreneurship** concepts, skills, and mindsets, including design thinking and lean canvas.
- 3) Practice **thinking like an entrepreneur**.
- 4) Identify age-appropriate, classroom-ready, grades 6–12 entrepreneurship **resources**.



# Voluntary National Content Standards In Economics

manual linked [here](#)

## STANDARD 14: ENTREPRENEURSHIP

Entrepreneurs take on the calculated risk of starting new businesses, either by embarking on new ventures similar to existing ones or by introducing new innovations. Entrepreneurial innovation is an important source of economic growth.

### GRADE 8 BENCHMARKS

- costs vs. benefits (incentives vs. disincentives)
- organize resources to produce goods/services
- profit and loss

### GRADE 12 BENCHMARKS

- job opportunities
- tax, regulatory, education, and research support policies
- productivity and efficiency gains from innovative practices
- long-term economic growth



# Top 10 Reasons to Integrate Entrepreneurship Education & Certification Across High School CTE Career Pathways & Adult Education Programs

PPT with references linked [here](#)



# REASON #9

## Entrepreneurship Education & Certification

### Increased Student Interest

Nearly **50% of today's young** people say they intend to start their own business someday.

**40% of Americans** have a side hustle in 2022 due in part to technology changes.

Using entrepreneurship as a real-world instructional context **optimizes student engagement** and motivation by unleashing student potential to pursue their own unique interests, hobbies, and passions.



# Mullins Mowing

Wise, Virginia



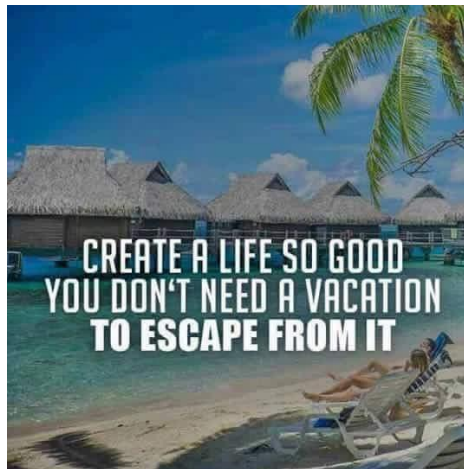
# REASON #6

## Entrepreneurship Education & Certification

### Entrepreneurial Mindset = School, Career & Life Success

Entrepreneurial mindset growth correlates to post-secondary success in school, business, careers in other fields, and life.

Entrepreneurship education data collected over the past decade consistently shows higher rates of **college enrollment, higher earnings, and job satisfaction** when compared to peers from low-income communities and when compared to the general U.S. workforce.





# REASON #2

## Entrepreneurship Education & Certification

### Excellent Teaching Practices

Highly adaptable and multidisciplinary, entrepreneurship mindsets, concepts, and skills seamlessly integrate across core academic subjects and CTE career pathways while simultaneously developing workforce readiness skills needed in today's job market



#### MULTIDISCIPLINARY REAL-WORLD CONTEXT

math, English, social studies, science,  
current events, digital literacy, etc.



#### INFORMED LIFE DECISIONS

consumers, entrepreneurs, employees,  
citizens, voters, family, etc.

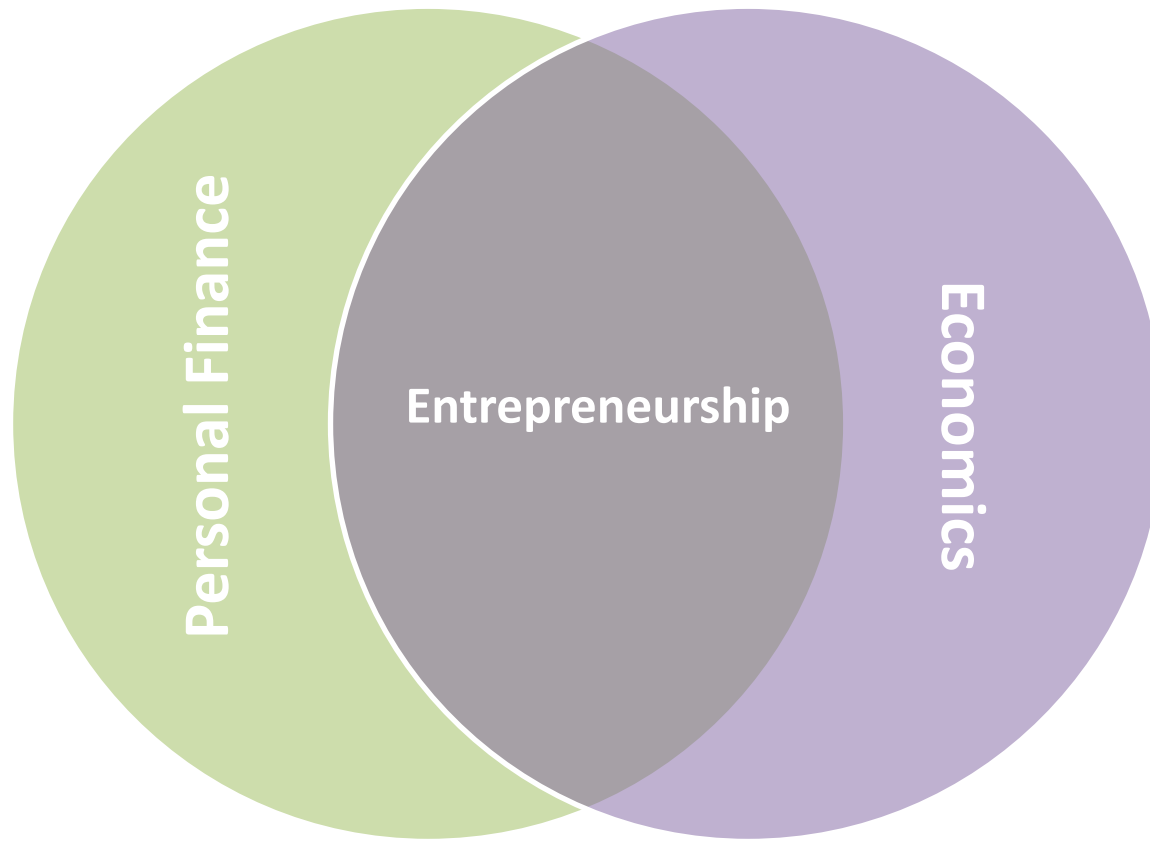


#### 21<sup>st</sup> CENTURY WORKFORCE INSTRUCTIONAL PRACTICES

performance-based  
competency-based  
project-based  
inquiry-based  
contextualized  
personalized



# Entrepreneurship = Personal Finance + Economics



# K-5 Economics & Personal Finance

work  
jobs  
choices  
[scarcity]  
earn money  
buy things

goods  
services  
producers  
consumers  
choices  
[scarcity]  
save money  
future purchases

3 resources  
goods  
services  
barter  
money  
scarcity  
choices  
consuming  
producing

3 resources  
production  
goods  
services  
[scarcity]  
specialize  
trade  
choices  
opportunity cost

## Secondary Grades

economic influences, economic development, economic transition, economic impact, economy, global economy, economic events, economic interactions, economic relationships, economic factors, economic changes, economic transformation, economic opportunities

# 6-12 Economics & Personal Finance

consumers, businesses, and government decision makers  
scarcity of resources  
trade-offs  
opportunity cost  
factors of production

## ECONOMICS

market economy  
circular flow  
types of business organizations  
supply and demand  
standard of living  
Innovation and competition  
GDP  
unemployment  
business cycle  
federal Reserve  
banking  
tax policy  
property rights  
government regulation  
comparative advantage  
trade  
exchange rates

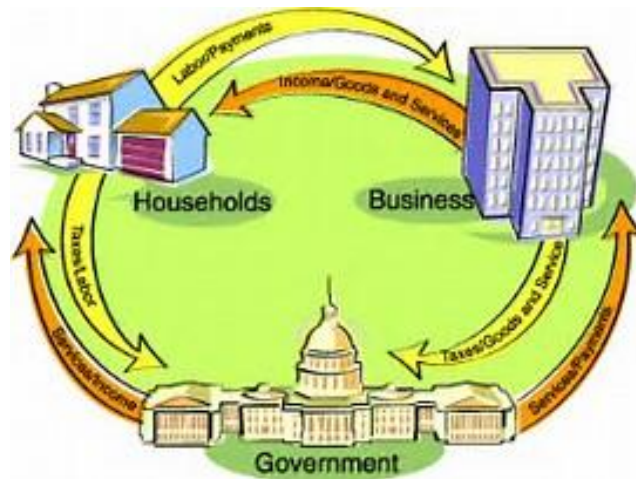
## PERSONAL FINANCE

contracts  
comparison shopping  
advertising  
consumer rights  
renting  
spending  
banking  
credit  
loans  
insurance  
income  
taxes  
income statement  
balance sheet  
cash flow  
investing

# Circular Flow of Economic Activity

Simplified macroeconomic model of the basic economic relationships in a market economy.

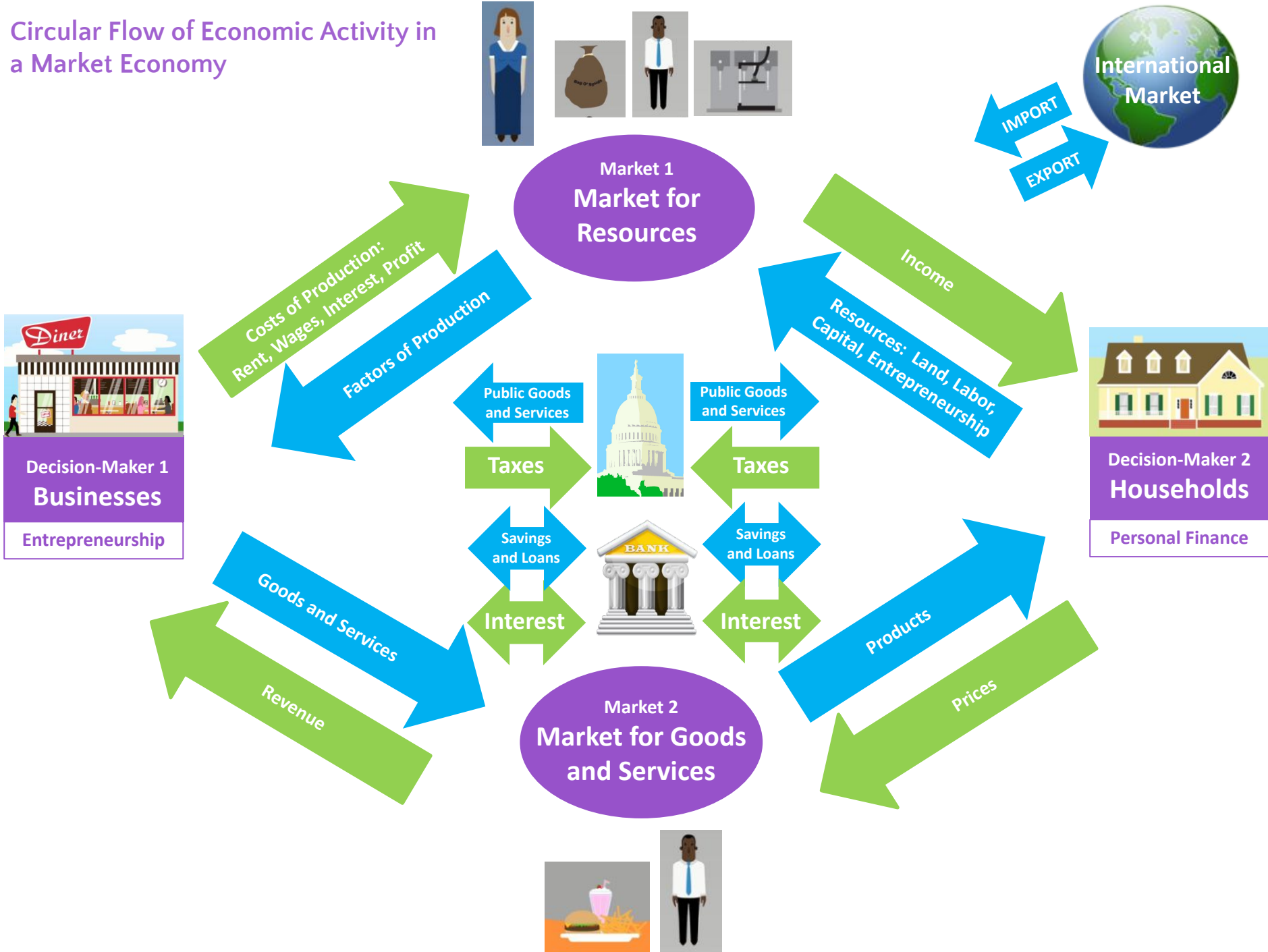
Economic Way of Thinking Principle #3: People respond to incentives.



[Video](#)

Circular Flow – The Economic Lowdown Video Series, Episode 6 (8:32)

# Circular Flow of Economic Activity in a Market Economy



# Economic Essential Skills

## A.K.A. Economic Reasoning Skills

### Virginia Social Studies – Standards of Learning

The student will demonstrate skills for historical thinking, geographical analysis, economic decision making, and responsible citizenship by

- using a **decision-making model** to make informed decisions
- using a decision-making model to identify **costs and benefits** of a specific choice made
- using a decision-making model to analyze the costs and benefits of a specific choice, considering **incentives** and possible **consequences**



# Who is an entrepreneur?



Someone who....

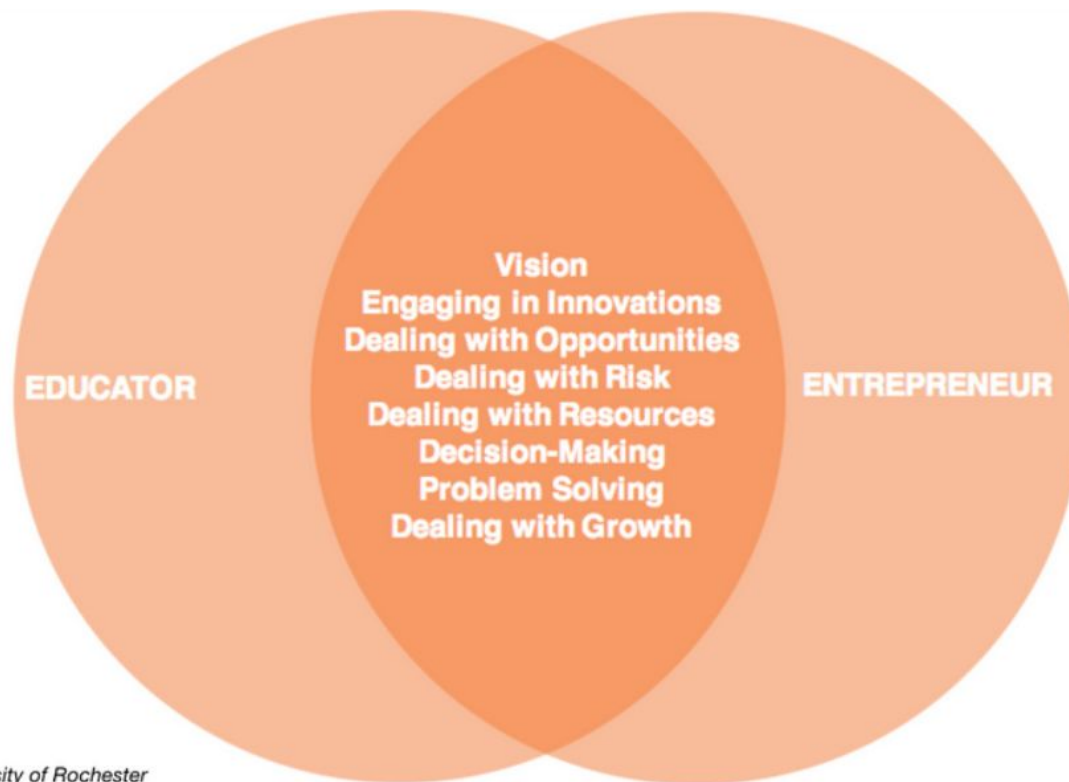
solves problems by taking a risk to make a profit  
and make a change that creates value for society.

SCHOOL OF LIFE: How to Be an Entrepreneur (3:05)

<https://www.youtube.com/watch?v=ljilQu2xM8>



# Who is an entrepreneur?



Source: University of Rochester



# Types of Entrepreneurship



You, Inc.  
Profit  
Nonprofit  
Community Service  
Social (Passion Project)  
Environmental  
Intrapreneurship  
Individual or Class Business



## Simple & Low Start-Up Costs Business Ideas

Tutor	Errand runner	Kindling wood
Craft fair vendor	Raking leaves	Bracelets
Baked goods	Dog walking	Garden vegetables
Scented candles	Recycling service	Snack cart
Bath soaps/salts	Snow/Leaf removal	Pulling weeds

[A Guide to 50 Creative Business Ideas for Kids - Kidpreneurs](#)

[50 Business Ideas for Kid Entrepreneurs \(signupgenius.com\)](http://signupgenius.com)



# Tool #1: Cost-Benefit Analysis

**CHOICE: To open a class business**

1=not at all important

3=average importance

5=very important



COSTS (disadvantages/given up)	1-5	BENEFITS (advantages/gained)	1-5
<b>Totals</b>		<b>Totals</b>	
DECISION:			
OPPORTUNITY COST:			



# Resourcefulness

(aka, Bootstrapping)

Some entrepreneurs use what they already have to launch themselves into business without securing external funding.

## Classroom Business Ideas?



Comb



Ribbon



Scissors



Bucket



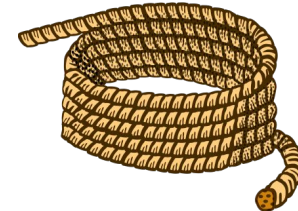
Sneakers



Face Paint



Sponge



Rope

# Tool #2: PACED Decision Making Model

1. **Question/Problem:** What class business should we open?

3. Criteria 2. Alternatives	Needed	Low Cost	Fun/ Yummy		Totals
Cookies					
Car Wash					
Soaps					

4. **Evaluate the Alternatives**

- 3 = alternative meets criteria very well
- 2 = alternative meets criteria satisfactorily
- 1 = alternative does not meet criteria satisfactorily

5. **Decision** (highest scoring alternative): \_\_\_\_\_

**Opportunity Cost** (second highest scoring alternative): \_\_\_\_\_



# Mo's Bows



[Shark Tank Pitch: Mo's Bows \(1:40\)](#)

[Shark Tank Update: Mo's Bows](#)

[Short Documentary: Mo's Bows](#)

[NBA Deal: Mo's Bows](#)

# Thinking Like an Entrepreneur

## AKA, Entrepreneurial Mindset

Startup Culture in the Classroom & Workplace & Life

opportunity recognition  
opportunity seeking  
opportunity analysis  
critical thinking  
problem solving  
creativity  
curiosity  
courage  
persistence  
grit  
embracing failure  
innovation  
adaptability

initiative  
self-reliance  
future orientation  
optimism  
communication  
collaboration  
teamwork  
empathy  
intrinsic motivation  
growth mindset  
resourcefulness  
flexibility  
resiliency

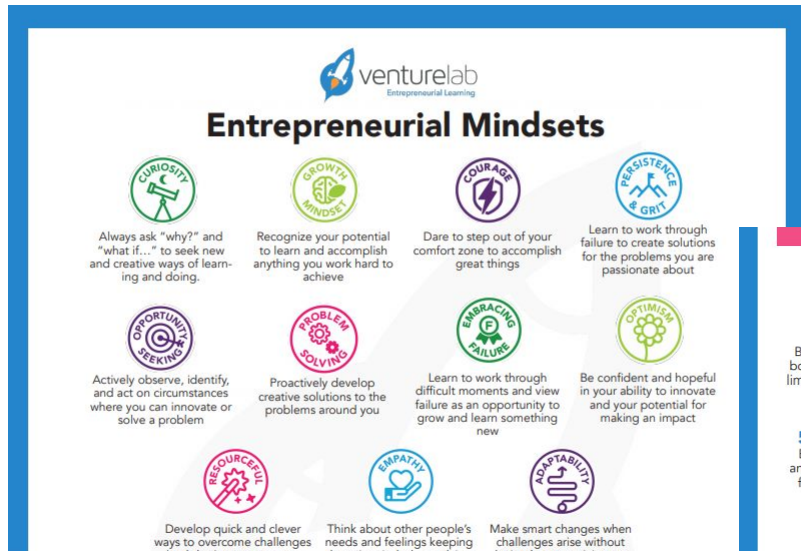
comfort with risk  
calculated risk-taking  
agency  
idea generation  
pitching  
public speaking  
etc.

**REASON #8**  
Intra/Entrepreneurial Mindset  
= Employer Skills Gap



# Thinking Like an Entrepreneur

## AKA, Entrepreneurial Mindset



# Thinking Like an Entrepreneur

## AKA, Entrepreneurial Mindset

- 1) What is a problem, frustration, or source of unhappiness?
- 2) How is the problem currently being solved?
- 3) What is a better solution to the problem?

*These are entrepreneurial ways of thinking, which are also life skills!*

problem  
solving



# Thinking Like an Entrepreneur AKA, Entrepreneurial Mindset

Problems/Gaps = Opportunities  
Creating Workplace and Marketplace Value

Intrapreneurship (workplace)

Entrepreneurship (marketplace)

## IDEATION PERFORMANCE TASK

- 1) What is the problem, frustration, or unmet need?** *opportunity recognition*  
*Employees are stressed out at the end of the day.*  
*Customers need safe and efficient transportation.*
- 2) How is the problem currently being solved?** *current practices/products*  
*Some employees stay home for mental health days.*  
*Customers pay taxi drivers with long wait times and unfriendly service.*
- 3) What is a better solution to the problem?** *better practices/products*  
*Offer mindfulness, massages, or exercise classes.*  
*Uber provides cheaper transportation and feedback system to rate drivers.*



# Thinking Like an Entrepreneur

## AKA, Entrepreneurial Mindset

Inquiry-based Learning Across Grades & Subjects & Life!

	Social Studies	Science	English	Relationships	After School	CTE
1) What is the problem, frustration, or unmet need?	How to increase voter turnout?	How to reduce water pollution?	How to better solve a main character's dilemma?	How to prevent bullying?	How to make better grades?	How to improve workplace and marketplace?
2) How is the problem currently being solved?						
3) What is a better solution to the problem?						

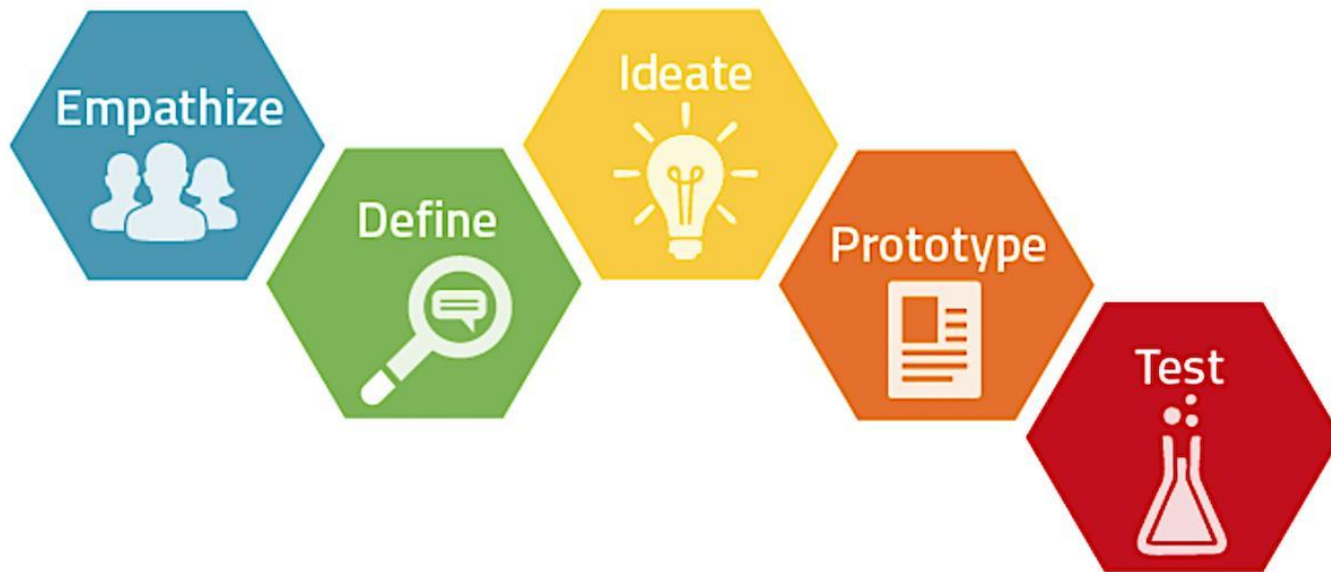
# Multidisciplinary & Life Connections

Entrepreneurship	Life	Multidisciplinary
<b>Opportunity Recognition</b>	Run for SGA office to gain leadership skills	
<b>Problem Solving</b>	How to get homework done after school	
<b>Lean Canvas Graphic Organizer</b>	Deciding what middle/high school electives to take	
<b>Marketing Plan &amp; Branding</b>	Project positive character qualities	
<b>Famous Entrepreneurs &amp; Inventions</b>	Motivation and initiative in school	
<b>Elevator Pitch</b>	Convince classmates on a topic for group project	
<b>Pivot</b>	Get a new circle of friends	

# Multidisciplinary & Life Connections

Entrepreneurship	Life	Multidisciplinary
<b>Opportunity Recognition</b>		<b>Science</b> -Identifying recycling opportunities
<b>Problem Solving</b>		<b>Social Studies</b> -Solving social issue of racism
<b>Lean Canvas Graphic Organizer</b>		<b>Language Arts</b> -Literature extension <b>Math</b> -Pricing, revenue, and expenses
<b>Marketing Plan</b>		<b>English</b> -Persuasive writing to promote class business to other grades
<b>Famous Entrepreneurs &amp; Inventions</b>		<b>Social Studies</b> -Industrial Revolution
<b>Elevator Pitch</b>		<b>Science</b> -Argument for climate change
<b>Pivot</b>		<b>English</b> -Decision made by main character

# Design Thinking

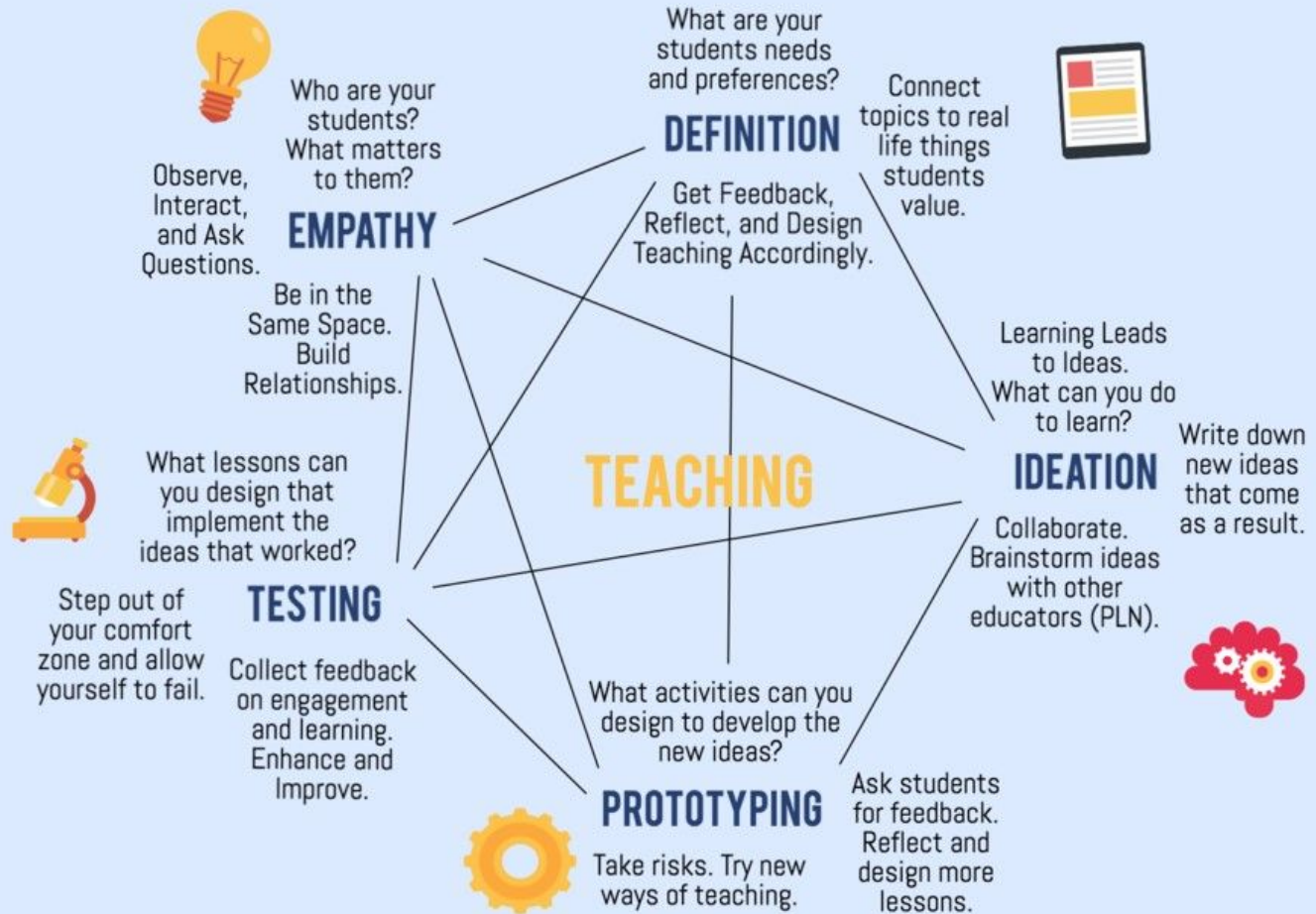




# DESIGN THINKING



This





# Design Thinking & Elementary Grades Curricula



Summary

[Design Thinking: A Problem Solving Framework – YouTube](#) (5:00)

# Design Thinking & Secondary Grades Curricula



Creating a Sport for  
Elementary Grades

[Design Thinking: Prioritizing Process Skills - YouTube \(5:15\)](#)

# Design Thinking

## & Secondary Grades Curricula



Bike Seats

[Create Something Amazing with Design Thinking \(3:22\)](#)

# Design Thinking

## & Secondary Real-World/Classroom Examples



# Lean Canvas



# Lean Canvas

## & Real-world Examples

**Lean Canvas for Uber**

Back in the Time of its Foundation

**PROBLEM**

- Expensive Taxi Services
- Availability of Cabs
- Long wait times
- Doesn't show when they'll arrive

**SOLUTION**

- Cheaper Taxis
- Wide Car Selection
- Simple / Straightforward Booking
- Real-time Tracking

**UNIQUE VALUE PROPOSITION**

- Hit Services in the App which Allow You to Book a Taxi. Scale 10x/Day
- Works on Your Own Schedule and Expenses. Multiple the Month Through the App

**UNFAIR ADVANTAGE**

- Low Prices Scale at the Push of a Button

**CUSTOMER SEGMENTS**

- Passengers
- Drivers

**EXISTING ALTERNATIVES**

- Public Transport
- Car Rental Services

**KEY METRICS**

- Number of Users
- Number of Cabs
- Revenue

**COST STRUCTURE**

- Product Development
- Marketing Expenses
- Salaries

**Joe's Lean Canvas**

**That's it! Remember that your lean canvas can and needs to be changed once you**

Vegan Restaurant in Paola

<b>Problem</b>	<b>Solution</b>	<b>Unique Value Proposition</b>	<b>Unfair Advantage</b>	<b>Customer Segments</b>
There are no Vegan restaurants in Paola Vegans who work in Paola have to bring their own lunch	Good quality Vegan food Restaurants near Paola offices Fast service during lunch hours	The best and only Vegan lunch restaurant in Paola	Brother is a chef and a Vegan. He is interested in opening a restaurant.	Vegans who work or live in Paola 25-30 years old Regular visitor in Paola Income 50 k€ / year
	<b>Metrics</b>		<b>Channels</b>	
	Number of returning customers. Quality score on Food. Average turnaround time.		Chumala Outdoor ads nearby. Veganforum, FB Word of Mouth	
<b>Costs</b>	Customer acquisition cost: 10€ 10€ advertising per customer 1€ discount per customer Production cost of each 5,50€ 2500€ food cost / month		<b>Revenue</b>	Life-time value of one customer 360€ 12€ per lunch 30 times

CHANNELX: Lean Canvas Example – Vegan Restaurant (video)

<https://www.youtube.com/watch?v=2nW9lg-fenY>

## Lean Canvas Graphic Organizer

To practice entrepreneurship concepts, skills, and mindset, apply and revise this abbreviated Lean Canvas as a graphic organizer that also serves as a quick idea validation tool for a lean start-up business and a quick feedback loop for customer (peer) input.

### BUSINESS NAME

What is a unique name that helps customers know what you are selling?

Secondary Sweets

### BUSINESS OWNER(S)

Who are the owner(s) of your business?

Ms. Ayers' 2<sup>nd</sup> Period

### BUSINESS MISSION

What is the overall purpose of your business?

Provide homemade and delicious treats as vending machine alternatives

### PROBLEM

What is the problem or "pain point" that needs solving?

After school snacks and sporting events rely on vending machine snacks that are highly processed

### SOLUTION

What is a better way of solving the problem?

Use Family & Consumer Sciences' kitchen to bake cookies from scratch

### PRODUCT DESCRIPTION

What are the product features (physical description) and benefits (how customers are satisfied)?

Chocolate cookies that are soft and made with wholesome ingredients

### CUSTOMER DESCRIPTION

What are the ages, location, gender, preferences, hobbies, etc. of your customers?

High school students and their parents

### COMPETITIVE ADVANTAGE

How are your products better than your competitors?

Cookies are made fresh without preservatives

### REVENUE & EXPENSES

What does it cost you to make your product? What is the price? What is your profit?

Flour	\$2.00	
Eggs	\$5.00	
Butter	\$3.00	
Milk	\$4.00	
Chips	<u>\$5.00</u>	
	\$19.00 (72 cookies)	
		\$1.00/cookie X 72 cookies = \$72
		\$72 - \$19 = \$53 profit



# Lean Canvas for Elementary Students & Children's Literature

## ELEMENTARY Students - Lean Canvas Graphic Organizer

Apply and revise this abbreviated Lean Canvas to assess and enrich children's literature books featuring entrepreneurship concepts and skills. This graphic organizer also serves as a quick idea validation tool for a lean start-up business and a quick feedback loop for customer (peer) input.

<p><b>BUSINESS NAME</b> What is a unique name that helps customers know what you are selling? <b>Sturdy Pet Home Designs</b></p>	<p><b>BUSINESS OWNER(S)</b> Who <u>are</u> the owner(s) of your business? <b>Cheryl Ayers &amp; Bella Ayers</b></p>	<p><b>BUSINESS MISSION</b> What is the overall purpose of your business? <b>To offer customized, luxury pet homes that are weather/wolf resistant</b></p>												
<p><b>PROBLEM</b> What is the problem or "pain point" that needs solving? <b>Sand, straw, and plastic pet homes can get too cold in the winter and too hot in the summer and do not keep rain and predators out.</b></p>	<p><b>SOLUTION</b> What is a better way of solving the problem? <b>Pet homes made of brick better help regulate the home's temperature regardless of the weather and keep pet safer.</b></p>													
<p><b>PRODUCT DESCRIPTION</b> What are the product features (physical description) and benefits (how customers are satisfied)? <b>Features: red brick, square formation Benefits: customized to pet's size for added comfort and security</b></p>	<p><b>CUSTOMER DESCRIPTION</b> What are the ages, location, gender, preferences, hobbies, etc. of your customers? <b>Pet lovers Families with small children Dog walkers Males and females</b></p>													
<p><b>COMPETITIVE ADVANTAGE</b> How are your products better than your competitors? <b>Competitors like Walmart and PetSmart sell plastic pet homes that are not durable, weather resistant, and safe.</b></p>	<p><b>EXPENSES, PRICE &amp; PROFIT</b> What does it cost you to make your product? What is the price? What is your profit?</p> <table border="1"> <thead> <tr> <th>Expenses</th> <th>Price</th> <th>Profit</th> </tr> </thead> <tbody> <tr> <td>\$20 (\$.20/brick) 100 bricks</td> <td>\$45</td> <td>\$20</td> </tr> <tr> <td>\$5 Spackle 1 container</td> <td></td> <td></td> </tr> <tr> <td>\$25</td> <td></td> <td></td> </tr> </tbody> </table>		Expenses	Price	Profit	\$20 (\$.20/brick) 100 bricks	\$45	\$20	\$5 Spackle 1 container			\$25		
Expenses	Price	Profit												
\$20 (\$.20/brick) 100 bricks	\$45	\$20												
\$5 Spackle 1 container														
\$25														







# Google Drive Folder

## **50+ Instructional Goodies**

PPTs – elementary and secondary  
Resources lists – elementary and secondary  
Classroom-ready lessons, handouts, bibliographies

Click [here](#)

# Secondary Entrepreneurship Resources List

## Elementary Entrepreneurship RESOURCES List



### Making the Case

**ENTREPRENEUR: Why Schools Should Teach Entrepreneurship (article)**  
<https://www.entrepreneur.com/article/345038>

**TED TALK: Why Schools Should Teach Entrepreneurship (video)**  
[https://www.ted.com/talks/steven\\_levitt\\_why\\_schools\\_should\\_teach\\_entrepreneurship#t-153915](https://www.ted.com/talks/steven_levitt_why_schools_should_teach_entrepreneurship#t-153915)

**KIDPRENEUR: A Guide to 50 Creative Business Ideas for Kids (article)**  
<https://kidpreneur.org/guide-to-50-creative-business-ideas-for-kids/>

### Children's Literature

**KANSAS FED: Let Them Play (grades K-4 lesson)**  
 This lesson is centered around a children's story called Let Them Play by Margot Theis Raven. The book is based on real-life events of an all-black little league baseball team in Charleston, South Carolina in 1955. The story includes themes of racial prejudice and segregation, with the main characters experiencing these issues as they endeavor to compete with their peers. Topically, the lesson spans across disciplines including economics, social studies, math and reading. It can also supplement instruction related to Negro League Baseball, the Negro League Baseball Museum and the sport of baseball in general.  
[https://www.kansasfed.org/education/documents/8616/Let\\_Them\\_Play\\_Lesson\\_FINAL.pdf](https://www.kansasfed.org/education/documents/8616/Let_Them_Play_Lesson_FINAL.pdf)

**ST LOUIS FED: Isabel's Car Wash (grades 4-6 lesson)**  
 Students are introduced to the roles of entrepreneur and investor in the context of starting a business through the book, Isabel's Car Wash. After discussing the story, students are divided into entrepreneur and investor groups for a business start-up simulation. In this simulation, each entrepreneur group uses a business plan to pitch to sell their idea to the investor groups. Each investor group decides on a business to invest in with the money allotted them, and negotiates a profit percentage with the entrepreneur.  
<https://www.stlouisfed.org/-/media/pressrel/frb/stlouisfed/education/lessons/pdf/isabels-car-wash.pdf>

**ST LOUIS FED: Uncle Jed's Barbershop (grades 3-5 lesson)**  
 Students listen to the book Uncle Jed's Barbershop, about an African-American barber who, despite significant setbacks, saves enough money to buy his own barbershop. From the story, students learn about saving, savings goals, opportunity cost, and segregation. The students participate in a card game to further investigate what it takes to reach a savings goal.  
<https://www.stlouisfed.org/-/media/education/lessons/pdf/uncle-jeds-barbershop.pdf?srsltid=AfmORo0p00f7m>

**ST LOUIS FED: One Hen: How One Small Loan Made a Big Difference (grades 3-4 lesson)**  
 Students learn the definition of entrepreneurship and are introduced to the characteristics of entrepreneurs. Students are asked to apply these characteristics to themselves and people in their own communities by completing a story pyramid and then writing a short story that demonstrates how entrepreneurial activity can contribute to higher standards of living.  
<https://www.stlouisfed.org/-/media/education/lessons/pdf/one-hen.pdf?srsltid=AfmORo0p00f7m>

**KANSAS FED: Time for Cranberries (grades 3-5 lesson)**  
 In this lesson, students will craft and perfect a definition of "entrepreneur" and make a list of key entrepreneurial characteristics. Students will then read Time for Cranberries, which tells a story of a modern entrepreneurial family who grows cranberries. Students create story extension with book's main character clearly demonstrating three entrepreneurial traits.  
<https://www.kansasfed.org/-/media/files/public/education/tech/resources/time-for-cranberries.pdf>

**KANSAS FED: Sweet Potato Pie (grades 3-5 lesson)**  
 This lesson highlights the resources needed for a business and what entrepreneurs should consider before starting a business. Students learn about division of labor and identify roles and rewards entrepreneurs may face when starting a business.  
<https://www.kansasfed.org/education/documents/2835/Sweet-Potato-Pie.pdf>

### Design Thinking

**EDUTOPIA: Design Thinking: A Problem-Solving Framework (video)**  
 Students learn to empathize with others around the globe while solving real-world problems.  
<https://www.youtube.com/watch?v=kR8oA2R84>

**DAVID LEE EDTECH: Improving School Experiences with Design Thinking (video)**  
 This video showcases three projects during this year's Design Thinking Out. Each group of students used the design thinking method to help improve a school experience or help a teacher in need. They performed empathy work and elicited feedback to produce a solution to their design challenge.  
<https://www.youtube.com/watch?v=Y0umf1cW0>

**EDUTOPIA: Learning Problem Solving and Growth Mindset in a Makerspace (video)**  
 Makerspaces build students' cognitive abilities while fostering independence, perseverance, and self-regulation.  
<https://www.youtube.com/watch?v=cQ2cU1nKf0c>

**SARAH MOYLE: Create Something Amazing with Design Thinking (video)**  
<https://www.youtube.com/watch?v=HfImKwDh8m4>

**TED TALK: Design Thinking: Solving Life's Problems by Suresh ॐॐॐ (video)**  
<https://www.youtube.com/watch?v=U7y0Wk03a2c>

### Curricula, Interactives & Lessons

**VENTURE LAB: Entrepreneurship Education for Kids (curriculum)**  
<https://venturelab.org>

**BIZKIDS: Young Entrepreneur Profiles and Business Plans for Kids (curriculum)**  
<https://bizkids.com>

**FEDERAL RESERVE BANK OF KANSAS CITY: Entrepreneurship Lessons (PK-2, 3-5, 6-8, 9-12)**  
<https://www.kansasfed.org/education/entrepreneurship/entrepreneurship-lessons/>

**KANSAS FED: Jay Starts a Business (grades 3-5 lessons)**  
 Jay Eagle takes students on an entrepreneurial adventure to start his own bird business. With lesson plans and supporting materials for educators, students utilize a student journal to make choices about a business while assessing their own entrepreneurial interests.  
<https://www.kansasfed.org/education/jaystartsbiz/>

**KANSAS FED: Entrepreneurs and Inventions (grades 3-5 lesson)**  
 Students learn about child inventors and then create their own invention to improve their everyday lives. They are introduced to entrepreneurship and decide on the target audience and price for their invention. Each student illustrates an invention page for a classroom book.  
<https://www.kansasfed.org/-/media/files/public/education/tech/resources/entrepreneurs-and-inventions.pdf?srsltid=AfmORo0p00f7m>

**KANSAS FED: Mind Your Own Business (grades 3-5 lesson)**  
 In this lesson and role play, students are introduced to entrepreneurship and the importance of a business plan before starting a new business.  
<https://www.kansasfed.org/-/media/files/public/education/tech/resources/mind-your-own-business.pdf>

### Review Activities

**NG FLASH CARDS: Quizlet**  
<https://quizlet.com/241993243/entrepreneurship-flash-cards/>

**NG QUIZ: Kahoot!**  
<https://create.kahoot.it/share/8994e163-d865-429d-a89a-bf8c9d15a444>

**NG QUIZ: Quizizz**  
<https://quizizz.com/admin/quiz/5a88023a8637150025e75115/entrepreneurship>

**QUIZZLET: Concept Review**  
<https://quizlet.com/5517796/entrepreneurship-key-terms-flash-cards/>

**GOALBOOK: 100+ UDL-Aligned Strategies**  
<https://goalkbook.com/topics/udl/strategies>



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# Techstars Entrepreneur's Toolkit

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Techstars Entrepreneur's Toolkit is an online educational resource to help you learn the fundamentals of entrepreneurship and accelerate your success.

As seen in: 

Entrepreneurship & Mental Health: Watch our 4-part original series →

<p><b>1. Build Your Lean Canvas</b> Share your thinking and pivot.</p> <p><a href="#">VIEW TOPIC</a></p>	<p><b>2. Understand Your Customers</b> Know their problem better than anyone else.</p> <p><a href="#">VIEW TOPIC</a></p>	<p><b>3. Understand Category Design</b> Learn how to create and dominate markets.</p> <p><a href="#">VIEW TOPIC</a></p>	<p><b>4. Create New Markets With Category Design</b> Generate your category design strategy.</p> <p><a href="#">VIEW TOPIC</a></p>	<p><b>5. Position Your Product</b> Effectively communicate key messaging.</p> <p><a href="#">VIEW TOPIC</a></p>	<p><b>6. Brand Your Business</b> Use the most powerful branding tools.</p> <p><a href="#">VIEW TOPIC</a></p>
<p><b>7. Give Your Elevator Pitch</b> Effectively describe your business.</p>	<p><b>8. Get More Done</b> Set productive personal and team habits.</p>	<p><b>9. Grow Your Business With KPIs</b> Use performance indicators to scale up.</p>	<p><b>10. Make Progress With Goals</b> Learn effective goal setting.</p>	<p><b>11. Check Your Progress</b> Measure and check your goals.</p>	<p><b>12. Master Your Pitch</b> Refine them by demonstrating.</p>

## Techstars Entrepreneur's Toolkit

### Resources

Interactive Games and Tools




## VentureLab - Youth Entrepreneurship Resources

We have textbooks in English and [Spanish](#).

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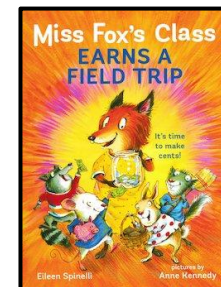
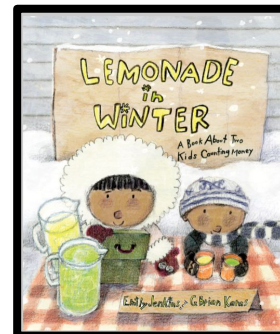
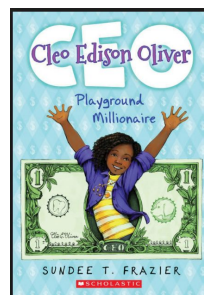
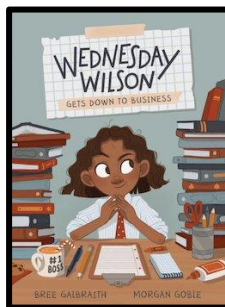
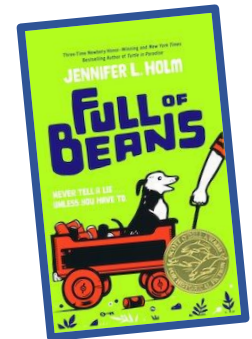
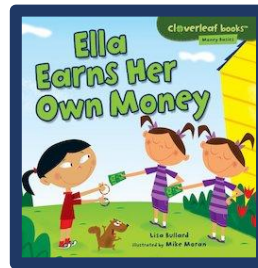
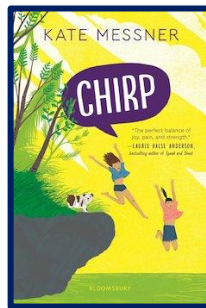
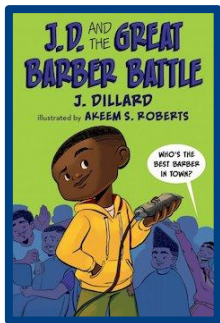


## Subjects (openstax.org)



# Cultivating an Entrepreneurial Mindset Using Children's Literature

Lynne Ferrell Stover



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# U.S. Entrepreneurship Certification Exam

Exam Manual linked [here](#)



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# Reflection Questions

- 1) Why is it important to empower young entrepreneurs?
- 2) How can you cultivate an entrepreneurial mindset in your classroom?
- 3) Into what grades 6-12 subjects can you integrate basic entrepreneurship concepts and skills?





**Please keep in touch!**

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[cheryl42@vt.edu](mailto:cheryl42@vt.edu)





# Q&A

