

Legacy Associates Foundation

Entrepreneur & Business Skills Program

"Let's Start A Business"

The purpose of the Legacy Associates Foundation's "Let's Start a Business" program is to cleverly promote the idea of becoming an entrepreneur to students and youth. The "Let's Start A Business" youth-focused entrepreneur program teaches youth how to start a business by working in a group to develop a business plan. This program teaches students the basics on starting and operating a small business.

The benefits of the program include: (1) experience what it's like being an entrepreneur, (2) learning good networking & interpersonal skills, (3) reinforcement of basic mathematics, (4) improving critical thinking and problem solving skills, (5) basic financial literacy, (6) learn how to develop a business plan for a real small business, and (7) motivates youth to be successful and have the confidence to succeed. The "Let's Start A Business" program curriculum can be tailored for the various school needs, youth organizations, and grant funding grant objectives. A unique mix of workbook exercises, video training, educational board games, professional speakers and mock business role-playing delivers the most dynamic youth program available. Below are the curriculum outlines for one to two hour, half-day, full day, weekend, semester-long and academic yearlong programs.

INTRODUCTION TO ENTREPRENEURSHIP

One to two hour session

Students will be introduced to the fundamentals entrepreneurship. Students will learn the key components of starting and managing an operational business that students can relate to, such as snow removal (shoveling snow) or selling t-shirts. A creative mix of lecture and interactive questions & answer will be provided in an effort to clearly convey what is needed to become an entrepreneur and identify key components of a business plan.

- Introduce students to the concept and meaning of being an entrepreneur.
- Introduce students to what is required to develop a business plan.

PRINCIPLES OF ENTREPRENEURSHIP

Half-day (3 to 4 hours) session

By reviewing small business structures and operations, students will learn fundamentals of starting a business and the components of a business plan. Participating students will also learn the importance of supplemental business skills through practical applications.

- Introduce students to the concept and meaning of being an entrepreneur.
- Introduce students to what is required to develop a business plan.
- Explain to students how to recognize an opportunity and create a profitable situation for themselves.
- Teach students the four fundamental components of a business plan (i.e. Executive Summary, Finance, Marketing & Management/Organizational Structure)

A DAY IN THE LIFE OF AN ENTREPRENEUR

Full day (8 to 9 hours) session

Similar to the half-day session, students will learn the key qualities of an entrepreneur and how to operate a successful business. However, the students will have a completed business plan by the end of this session. It is the goal of the full day session for the students to emerge with the confidence to succeed.

- Introduce students to the concept and meaning of being an entrepreneur.
- Introduce students to what is required to develop a business plan.
- Explain to students how to identify and research various business opportunities.
- Students will write the four fundamental components of a business plan (i.e. Executive Summary, Finance, Marketing & Management/Organizational Structure)
- Students will participate in activities and/discussions that explain the importance of opportunity recognition, negotiation tactics, bookkeeping and marketing.
- Students will work in teams to build both business and personal confidence to overcome obstacles and achieve goals.

ENTREPRENEUR WEEKEND RETREAT

Weekend (2 to 3 days) session

By the end of this weekend retreat, students will have a functional business plan and practical business advice from local entrepreneurs. Students will also be able to apply these learned tactics through interactive activities.

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- Students will participate in activities and/discussions that explain the importance of opportunity recognition, negotiation tactics, bookkeeping and marketing.
- Students will work in teams to build both business and personal confidence to overcome obstacles and achieve goals.
- Students will discuss appropriate business topics with guest speakers, young professionals, and local entrepreneurs under 35.
- Introduce and practice various business and entrepreneurial skills through the use of traditional curriculum activities, such as:
 - * Cash Flow for Kids®, a board game that give children an understanding of financial responsibility.
- Empower and enable students to buy, market, and effectively sell their products.

MY FIRST BUSINESS

Semester - long (10 to 12 weeks) session

With a longer allotted timeframe, students will not only be expected to complete a business plan, but also successfully launch a business within the selected industries: Food Service, Lawn Care/Landscaping, or Small Retail. One of the unique differentiators of the "Let's Start A Business" program, when compared with others, is the fact that we provide the resources for the students' to start a business. This facet of the program motivates students to continuously put their best efforts forward; LAF feels confident that we are *planting a seed of "self-sufficiency"* with the youth. The ideal program format would allow the Legacy Associates Foundation Youth Entrepreneur program staff to conduct two sessions a week - one day for lecture/interactive activities and a second day to allow students to work on their projects, similarly to a Study Hall atmosphere.

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- Students will participate in activities and/discussions that explain the importance of opportunity recognition, negotiation tactics, bookkeeping and marketing.
- Students will work in teams to build both business and personal confidence to overcome obstacles and achieve goals.
- Monthly seminars and symposiums will be held to discuss appropriate business topics with guest speakers, young professionals, and local entrepreneurs under 35.
- Introduce and practice various business and entrepreneurial skills through the use of traditional curriculum activities, such as:
 - * Cash Flow for Kids®, a board game that give children an understanding of financial responsibility.
- Empower and enable students to buy, market, and effectively sell their products.
- Students are able to attend bi-weekly meetings, which will provide various forms of business formation and professional acumen. With each business meeting, students will be engaged in a variety of teaching methodologies, multimedia learning activities, discussion groups and lectures.
- Students will participate in business etiquette and professional development workshops.
- Students will participate in a closing ceremony called the "Market Exposition", an opportunity to market and sell their products and to recognize their efforts.
- For the duration of the Entrepreneur and Business Skills program, students will participate in a preliminary, mid-term and a post-assessment for imperative evaluation and measurement of student achievement.

MY FIRST BUSINESS II

Academic yearlong (26- 28 weeks) session

The academic yearlong program simply seeks to align with the educational goals of the school and district, while providing a knowledge framework that enhances the overall learning process for students. The Legacy Associates Foundation Entrepreneur and Business Skills program staff will hold regular meetings with those school administrators, counselors and program staff to discuss the progress of the program. These meetings will result in the achievement of the Adequate Yearly Progress (AYP), an assessment implemented by the Legacy Associates Foundation. The Legacy Associates Foundation Entrepreneur and Business Skills program staff will work cooperatively with all interested staff members to conduct facilitator workshops called "Train the Trainer". Any staff members interested in learning and implementing the "Let's Start A Business" curriculum are welcome to participate in these workshops. The ideal program format for this session would also allow the Legacy Associates Foundation Entrepreneur & Business Skills program staff to conduct two sessions a week - Lecture and Study Hall.

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