

IGNITE!

Youth Entrepreneurship Curriculum





Firestarter

Semester 1-Lessons

Weekly Lessons	Lesson Focus
Topic 1	What is an Entrepreneur
Topic 2	Who Did It First?
Topic 3	Find Your Hustle
Topic 4	Me, Myself and I
Topic 5	Sell Down for What?
Topic 6	Environmental Factors
Topic 7	Home-based Businesses
Topic 8	Know Your Industry
Topic 9	Putting the Puzzle Together
Topic 10	YouTube Frenzy
Topic 11	Location, Location, Location-Food Trucks
Topic 12	60 Sec. Elevator Pitch
Topic 13	Sales Presentation
Topic 14	Let's get Crafty!-Handmade goods
Topic 15	Hometown/Local Entrepreneurs
Topic 16	Did you say Franchise?
Topic 17	Social Media Presence
Topic 18	App or no App

Topic 1- Entrepreneurship



Topic 1-Entrepreneurship

Lesson 1- What is an Entrepreneur (60 mins)

Objective: Students will determine what it takes to be an effective entrepreneur

Words to Know:

entrepreneur-an individual that owns a business

enterprise-a type of business

business-owner-one who has interest in a business.



Introduce the Concept: (10 mins.) - Allow the students to watch a video on starting a business and discuss it with the class.

Student Tasks (55 mins.)

1. **Define** entrepreneur in your own words. What makes a good entrepreneurial idea?
2. **Complete** a talent inventory- Students complete a survey on skills and talents that they have. The results are shared with the class.
3. **Strategize**:-Students work on comparing business owners to entrepreneurs.
4. **Group Work**: Students work in smaller groups to begin comparing their work.

Conclusions/Assignments/Take Away (5 mins.) - Students will determine what qualities they have that will make them a good entrepreneur.

Topic 1-Entrepreneurship

Lesson 2- Do you have what it takes? (60 mins)

Objective: Students will determine what it takes to be an effective entrepreneur.

Words to Know:

entrepreneur-an individual that owns a business

enterprise-a type of business

business-owner-one who has interest in a business.



Daily Motivation: (10 mins.):

1. Opening question of the day-Name something you would love to do, even if you won't get paid for it.

Student Tasks (55 mins.)

1. **Introduction of the objective:** What qualities make an excellent entrepreneur?
2. **Talent List-** Students make a list of activities they love to do or that they are good at.
3. **Discussion:** Students discuss the qualities of an entrepreneur. Students review and examine statements from entrepreneurs. Students take a glimpse into the mindset of an entrepreneur.
4. **Group Work:** Students work in smaller groups to begin comparing their work.

Conclusions/Assignments/Take Away (5mins): Students will determine what qualities they have that will make them a good entrepreneur.

Topic 1-Entrepreneurship

Lesson 3- Do you know any entrepreneurs? (60 mins)

Objective: Students will identify entrepreneurs in their own lives.

Words to Know:

entrepreneur-an individual that owns a business

enterprise-a type of business

business-owner-one who has interest in a business.



Daily Motivation (10 mins.) Brainstorming Question of the Day-Students will state an entrepreneur they know. List the qualities they exhibit that makes them a great entrepreneur.

Student Tasks (55 mins.)

1. **Introduction of the Objective: (5 mins)**: What qualities make an excellent entrepreneur?
2. **Strategy Session**: Students use magazines to create a collage of images of the entrepreneur spirit. (See Rubric)
3. **Group Work**: Students work in smaller groups to present their work to the class.

Conclusions/Assignments/Take Away (5mins): Students will examine what qualities are needed to become a great entrepreneur. Students begin working on their business plan.

Topic 1-Entrepreneurship

Lesson 4- Famous Entrepreneurs (60 mins)

Objective: Students will identify high profile entrepreneurs in the media.

Words to Know:

entrepreneur-an individual that owns a business

enterprise-a type of business

business-owner-one who has interest in a business.



Daily Motivation (10 mins.): Brainstorming Question of the Day-Name a celebrity entrepreneur. Explain why you chose this person.

Student Tasks (55 mins.)

1. **Introduction of the Objective:** Review the concept of entrepreneur. Students review information on celebrity entrepreneurs such as Beyoncé, Jay-Z, Steve Harvey, etc.
2. **Student Activity**-students compare their celebrity entrepreneur choice to themselves. Students make mention of the things they have in common.
3. **Strategy Session:** Students work in pairs to research a celebrity and complete a 1- page report on their entrepreneurial endeavors.
4. **Group Work:** Students continue to work in pairs to complete their research.

Conclusions/Assignments/Take Away (5mins): Students will present their work to the class. Students will also think about what qualities they need to be successful.

Topic 1-Entrepreneurship

Lesson 5 - Case Study

Case Study-Essynce Moore “Essynce Couture, L.L.C”



Fashionista Essynce Moore started designing clothing at the tender age of six by doodling just for fun in her school binder and notepads. Thirteen year old Moore turned her passion into a business in 2013 with the launch of her official clothing line, **Essynce Couture, L.L.C. Its motto: “A child’s passion for fashion.”** Essynce Couture also has a natural body product line labeled Wynk by Essynce Couture. She has showcased her fashion line at New York Fashion Week for both fall and spring and Atlanta Kids Fashion Week. For more information, visit <https://www.facebook.com/EssynceCouture>.

Topic 1-Entrepreneurship

Lesson 5 - Assessment

Directions: Write a 1 page essay on the following topic: What strengths do you possess that will enable you to be a successful entrepreneur? **(Worth 100 pts)**

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