



ENTREPRENEURSHIP ACADEMY

**A 3-semester journey from “I COULD NEVER BE MY OWN BOSS!” to
“I’M READY TO START MY OWN BUSINESS!”**

“While we all want our students to end up gainfully employed working for a stable company, the truth is being self-employed is more than just a viable option. For many, it’s the first choice.”

SOME FACTS YOU MAY NOT KNOW...

30%

of working Americans
are **SELF-EMPLOYED!**

99%

of all businesses are
SMALL BUSINESSES, with
20 employees or less

90%

of U.S. businesses are
FAMILY OWNED

13%

of Americans
WORK FOR THEMSELVES

Entrepreneurship Academy from Transform Career Academies was developed to introduce students to the world of new business creation and business ownership, with a focus on what it takes to create and start a new business.

From exploring the most basic concepts in ENT 101... to designing a physical product in ENT 201... to actually launching and running a new business in ENT 301, Entrepreneurship Academy puts the tasks of design, planning, and running ongoing business operations directly into the hands of the students. They learn what it feels like to be an entrepreneur and to create a business.

“I really love watching the students dive into the creative process of conceiving a new business. For many of them, entrepreneurship is as natural as breathing!” A.Gergen, classroom instructor

“The skills needed to start and run your own business are rarely taught to adults, no less to students. Entrepreneurship Academy is a chance to expose young people to perspectives they wouldn’t likely get anywhere else, and it can truly change their lives!” D.Arthur, curriculum architect

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ENTREPRENEURSHIP 101 is open to 9th through 12th grade students, and begins by introducing students to what makes for a great business, Blue Ocean strategy, and a deep dive into SWOT analysis. The students dissect a profit & loss statement, and practice pitching a business idea to a "Shark Tank" of guest adults. They explore digital marketing strategies, like social media, and dig into ways to survive the Red Ocean of fierce competition, before taking on prep of a final business plan to present to a second "Shark Tank."

In the second half of the semester, the **ENT 101** students explore professionalism and soft skills, including business etiquette, time management, dealing with diversity, motivating a team, and presenting yourself, among other skills in high demand from employers in all sectors.



ENTREPRENEURSHIP 201 is open to 9th through 12th grade students who have successfully completed **ENT 101**. The focus of **ENT 201** is the design of a new business that sells a new manufactured product. The students use design software and a 3-D printer to actually create a prototype of their product.

In the process, the students explore and learn about brainstorming, problem-solving, crowd sourcing, prototyping, and advanced business planning concepts. Student teams present their business plans to a "Shark Tank" of professionals, and explore the strengths and weaknesses of their ideas with the pros.



ENTREPRENEURSHIP 301 offers invited students a unique opportunity to spend a full year experience business ownership. The course is offered in the fall semester to 11th and 12th graders who have successfully completed **ENT 101** and **ENT 201**. Students on 3- to 5-person teams spend the first three months designing and planning all facets of a new business.

They launch their businesses when they return from Thanksgiving break, and spend the next six months running their businesses, handling the challenges encountered, and reporting on progress to management (the teacher).

OUR ONGOING SUPPORT TO YOU: Included in the purchase of the Entrepreneurship Academy curriculum is up to twenty hours of expert consultation and guidance from Transform Consulting during the first year of implementation.

Curricula, lesson plans and materials were prepared by Transform Consulting LLC, a leading innovative educational consultant.

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