

# Three-Year Model

We offer three full years of sequenced BUILD programming: **BUILD Your Business, BUILD Your Voice, and BUILD Your Future** (60 hours for each year). Teachers receive training and support from BUILD staff to learn our curriculum, support their students, and help coordinate events.



## BUILD Your Business

Year 1 begins with an introduction to entrepreneurship that teaches students what it means to be CEO of their own lives.

- Unit 1: Intro to Entrepreneurship
- Unit 2: Design Challenge
- Unit 3: Idea Pitch
- Unit 4: Team Formation & Product Design
- Unit 5: Intro to Financials
- Unit 6: Business Plan Competition

## BUILD Your Voice

Year 2 guides students to develop their unique voice and brand (both personal and business) as they continue their journey to college, career, and life success.

- Unit 1: Product Selection & Team Formation
- Unit 2: Branding and Marketing
- Unit 3: Target Market
- Unit 4: Launching a Business - MVP & Financials
- Unit 5: Manufacturing and Sales
- Unit 6: Personal Pitch

## BUILD Your Future

Year 3 offers a set of themed lessons that help students develop navigational capital around career pathways, financial well-being, networking connections, college pathways, building structures of support, and persistence.

- Unit 1: Identity Development
- Unit 2: Design Challenge
- Unit 3: Personal Branding & Marketing
- Unit 4: College & Careers Part I
- Unit 5: College & Careers Part II
- Unit 6: Pathway Persistence
- Unit 7: Financial Well-being
- Unit 8: Portfolio Pitch & Wrap-Up