

Entrepreneurship Education Nonprofit

BUILD.org

Millions of youth graduate from high school unequipped with the skills, mindset, and network needed to succeed in the 21st-century workforce. They are faced with the increased risk of financial wellbeing

THE SOLUTION? ENTREPRENEURSHIP EDUCATION!

1 Empower young people with the **MINDSET** and **SKILLS** they need to thrive

2 Make school **FUN** and **RELEVANT** to the modern world

3 **BUILD** connections to the business community to create **SOCIAL CAPITAL**



BUILD's Entrepreneurship Program



High-quality Curriculum allows students to engage and have fun in project-based learning experiences where they discover their personal strengths and passions.



Teacher Training offers introductory workshops and curriculum guidance to ensure educators can confidently deliver our programs.



Volunteer Engagement provides opportunities for professionals in the community to come alongside students to uplift and support their journeys.

In 2023, BUILD has had the impact of:

55K+ High School Students reached through our digital programming

2.5K+ High School Students served through our in-school program

2.5K+ Teachers reached

900+ Cities reached



BUILD.org

Vision Statement

A world where all students—regardless of race, socioeconomic status, or neighborhood— develop the skills and connections needed to achieve economic power and freedom.

Mission Statement

BUILD's mission is to ignite the power of youth in under-resourced communities to build **C**areer Success, **E**ntrepreneurial mindsets, and **O**pportunity. We help students become the **CEO** of their own lives.

Program Outcomes



Career Success

BUILD students internalize and apply transferable skills (e.g., 21st-century skills and social-emotional learning) to support their post-secondary pathways.



Entrepreneurial Mindsets

BUILD students gain entrepreneurial fluency and apply it to their post-secondary pathways.



Opportunity

BUILD students are equipped with the skills and networks necessary to navigate complex social and professional landscapes.

100%

Of BUILD students start a business in high school and BUILD social capital.

96%

Of BUILD teachers agree that BUILD students are more prepared for college and careers.

93%

Of BUILD students are people of color in communities that are overlooked and underestimated.

Working Towards A Broader Impact

Our curriculum equips young individuals with vital skills, enabling success in any chosen career. We foster six key social-emotional skills—our **Spark Skills**: Communication, Collaboration, Problem-Solving, Innovation, Grit, and Self-Management. These interconnected skills, validated by research, are essential for lasting achievement, empowering our youth to overcome challenges and amplify their voices.



Design Challenge Curriculum

The BUILD Design Challenge is a free project-based curriculum **made by educators for educators.**

Using culturally responsive teaching, **Human-Centered Design**, and entrepreneurship, the Design Challenge empowers students to take collaborative action to develop innovative solutions to issues in their communities.



Educator Benefits



Professional Development

60-minute free training for educators and qualifying nonprofit organizations.



Culturally Responsive Curriculum Tools

We offer a facilitator guide, student-facing workbook, and digital platform to teach your students in a blended learning environment.



10 hours of free curriculum

Unleash your students' voices, passions, and creativity by fostering their ability to create youth-driven solutions for community problems they care about.

Get Started TODAY!

Join the **2,500+ educators** that have been reached through the BUILD Design Challenge across the nation.

Get started by going to BUILD.org/Challenge



Design Challenge Curriculum

The BUILD Design Challenge is a **Project-Based Curriculum** in which students work to develop innovative solutions for real clients in their communities. Students are guided through the **Human-Centered Design** process on BUILD's digital platform. The content was created to empower students and give them a sense of self-agency through entrepreneurship.



How the challenge works

1. Participate in a 60-minute training to receive 10 hours of lesson plans that you can deliver in a week or spread out over the semester.
2. Download teacher guides to support you and your students in the Design Challenge.
3. The Design Challenge can be facilitated in an in-person, hybrid, or remote classes with our free tools and resources.



“The quality of the materials and structure of the activities were amazing! Furthermore, the students love it! I have kids engaging that would not engage before. There is a great length of time to dig in but maintain their interest.”

—BUILD Educator



Begin today!
BUILD.org/Challenge



PD: Intro to Human-Centered Design

Provide your district and school educators with equity-based **Professional Development (PD)**. Educators who complete BUILD's trainings can then incorporate **Project-Based Learning** through **Human-Centered Design**, which provides students a valuable framework for real-world problem-solving and innovation.

Professional Development

Educators will attend a one-hour-long training in a live, virtual setting that is facilitated by BUILD staff.

Additionally, in-person PD is available in the Bay Area, D.C. Metro, Los Angeles, Pittsburgh, and NYC.

"I was able to think more like the students. I also realized I needed to add chances to learn and feel empathy within my lessons."

-BUILD Educator



Certificate of Professional Development awarded upon completion.



Improve lesson plans with empathy-driven curriculum and socio-emotional learning.



Teach students 21st Century problem-solving and interdisciplinary skills.



Questions? Reach out to Brian Costanzo at bcostanzo@BUILD.org

For more information, visit BUILD.org



Introduction to Entrepreneurship

30 hours of curriculum designed to be an **Introduction to Entrepreneurship** that can be integrated into all subject classes or after-school experience. Students take three units of engaging **Project-Based Curriculum** that focuses on **Entrepreneurial Mindset** and **Skill Acquisition**.

The Three Units



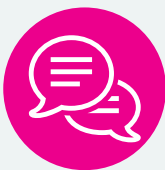
Gamified Simulation - FamBiz

In the game, students will be a CEO while trying to balance their in-game community, team, and personal health while making business decisions. This emphasis on the Social and Emotional aspects of running a business helps young people learn about their personal interests and strengths.



The Design Challenge

A project-based curriculum in which students work to develop innovative solutions for real clients in their communities. Students are guided through the Human-Centered Design process on BUILD's digital platform. The content was created to empower students and give them a sense of self-agency through entrepreneurship.



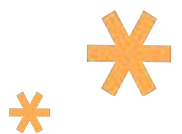
Idea Pitch Event

Students develop their elevator pitch skills by presenting their product idea and why it's innovative and effective in solving the client problem they've identified. This becomes a 3-4 minute product pitch (problem + value prop) – which will be presented Shark Tank style to a panel of volunteer judges.

Educator Resources



- Ready to implement curriculum
- Playbook for creating a culminating community event for students to present their work
- Minimum of 3 hours of Professional Development



BUILD Your Business

With **60+ hours of curriculum** over six units, students will learn about foundational entrepreneurial skills and 21st-century Spark Skills (BUILD's **Social-Emotional Learning** skills) while developing their own business. Furthermore, students will learn to design their own original product ideas through BUILD's Design Challenge and pitch them to volunteer professionals.



Scope and Sequence

- 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

Three Events

Personal Pitch + Career Panel, Idea Pitch, & Business Plan Competition

This program may be integrated into core subject or CTE classes, or offered as a standalone elective. Applicable for semester or year-long courses for students from middle school to high school grades.

Curriculum Details

Entrepreneurial Mindset

- Human-Centered
- Design
- Production
- Marketing
- Finance
- Pitch
- Social-Emotional Learning

College & Career Skills

- Entrepreneurial Mindset
- Leadership Development

Educator Benefits

Training and ongoing support (one-on-one check-ins, monthly site visits, quarterly teacher collaboration meetings).



Lessons digitized and include multimodal activities that support all learners.

"I am a special education teacher and I believe that BUILD gives my students the opportunity to use new age innovation to test their skills and knowledge."

- Jones, BUILD Teacher

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