## About Us

Brighter Financial Futures sponsors financial competitions and entrepreneurial programs resulting in the participation of over 20,000 students. Training and support are provided to hundreds of teachers.

Our mission is to provide K-12 students with economics, personal finance, and entrepreneurship skills that elevate their standard of living, quality of life, and professional success.

We showcase exceptional talent across the state, from business, education and government.

Our goal is to be the leader in K-12 financial literacy and entrepreneurship education.

For any inquiries, you may contact us through our details below:

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DREAM LEARN PITCH

# PROGRAM GUIDE

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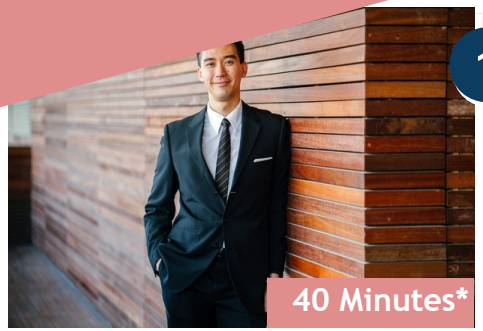
BRIGHTER FINANCIAL FUTURES

# Our Program

Our competitions expose middle and high school students to the world of entrepreneurship and small business. We emphasize creative thinking, problem-solving skills, and team building. We've consolidated our curriculum into 7 core lessons with effective, two-minute quizzes*. The concepts covered in our program are vital to understanding the world of entrepreneurship. Our curriculum culminates into a fast-paced business plan competition with fantastic prizes for both the student and the teacher!




## 1 Introduction to Entrepreneurship

This course will provide an introduction to clarify what an entrepreneur is, why a person would want to be an entrepreneur, and how entrepreneurs have shaped and influenced the U.S. throughout history.

## 2 Understanding Opportunities

This course provides guidance in the area of understanding consumer needs. Through offering a product or service, capitalizing on trends, or exploring niche markets, the demand of the opportunity must be explored, prior to entering the market with a new business.

## 3 Ideating Around Those Opportunities

The definition of “ideate” is to form an idea of; imagine or conceive. After an entrepreneur understands and defines an opportunity, based on the market, the consumers, and the needs of the market; they must then create an idea around that opportunity.

## 4 Competition & Target Market

This course demonstrates first the differences between competitive and absolute advantages, and how they are determined; as well as how an entrepreneur determines the demographic and behavioral profiles of their market.

## 5 Modeling Your Business

An entrepreneur must be able to effectively model *every aspect of* their business. This first begins with the Business Model Canvas (BMC), and is followed by the name and branding of the company, as well as the legal considerations that must be taken into account when structuring the business.

## 6 Understanding Money

Money inevitably is an integral aspect of entrepreneurship. Understanding the different sources of costs associated with starting a business, the types of income that can be realized by being an entrepreneur, and even how these finances are recorded are all important.

## 7 Communicating Your Value Proposition

As an entrepreneur, one of the most effective tools at your disposal is communication and networking. Communication skills come in handy when discussing business ventures with stakeholders and potential investors.

* - Time required varies according to student comprehension