

SUMMER CAMP 2026 / CURRICULUM 3 OF 5

Entrepreneurship

- Summer Camp 2026 Entrepreneurship Curriculum

Core Skills Students Will Learn

- Entrepreneurial mindset and opportunity recognition
- Creative ideation and problem-solving
- Feasibility analysis and critical thinking
- Market research and customer empathy
- Lean business modeling and planning
- Basic financial literacy (revenue, profit, budgeting)
- Legal structures and risk assessment
- Branding and marketing fundamentals
- Sales techniques and negotiation
- Pitching and presentation confidence
- Leadership, teamwork, and adaptability

Day 1 | Discovering Entrepreneurship & Generating Ideas

- What entrepreneurship and intrapreneurship mean and why they matter
- Real-world examples of product- and service-based ventures (tech, consumer goods, consulting, etc.)
- Fun brainstorming games to surface problems worth solving and spark business ideas
- “3 As” (Attractive, Achievable, Affordable) and ikigai as quick filters for idea quality
- Take-home: each student short-lists one idea they are excited to explore

Day 2 | Testing Feasibility & Choosing a Business Structure

- Hands-on feasibility scorecard to rate ideas using the 3 As rubric
- Basic legal structures (sole proprietorship, partnership, LLC, corporation) and why they exist
- High-level look at risk vs. reward and the importance of teamwork and advisors
- Take-home: students refine their top idea and pick a provisional structure

Day 3 | Planning & Funding the Venture

- The “mini” business plan: mission, target customer, revenue model, key resources
- One-page Lean Canvas exercise for rapid planning
- Simple money matters: start-up costs, profit vs. revenue, equity vs. debt funding, friends-and-family round
- Take-home: draft Lean Canvas and first-pass budget

Day 4 | Branding, Marketing & Storytelling

- Crafting a memorable name, tagline, and logo (logo sketch activity)
- The 4 Ps of marketing (Product, Price, Place, Promotion) applied to kids’ businesses
- Creating a one-page marketing plan and flyer/online post mock-ups
- Take-home: students finalize brand elements and promotion plan

Day 5 | Selling & Pitching Like a Pro

- Basics of customer conversation: needs, benefits, and clear asks
- Building a short sales script and practicing consultative selling
- Slide-deck fundamentals and “elevator pitch” showcase
- Camp-end pitch session where every student presents to peers & mentors (parents invited!)
- Take-home: digital copy of slide deck and feedback notes for continued refinement

What can parents expect

- By the end of five days, students will have
 - (1) a validated business idea,
 - (2) a one-page plan and budget,
 - (3) a brand & marketing kit, and
 - (4) a polished two-minute pitch—equipping them with lifelong entrepreneurial confidence and communication skills.