

EntreEd™

EXPLORATIONS

Learn2Launch: Intro to Entrepreneurship

Brief Summary of Kit: The Learn2Launch EntreEd Explorations kit is designed to provide students a high-level overview of entrepreneurship to introduce them to the definition, mindset, and key phases of the entrepreneurial process.

Enduring Understandings:

Students will understand...

- The definition of entrepreneurship
- Examples of entrepreneurship
- Qualities of an entrepreneurial mindset
- How to use empathy to identify problems
- The ideation and brainstorming process to generate solutions
- The importance of prototypes and testing to validate ideas
- How to use storytelling to create a compelling pitch for an idea

Essential Questions:

- What is entrepreneurship?
- What is an entrepreneurial mindset?
- What is the entrepreneurial process?

Evidence of Learning:

By the end of the unit, students should have produced:

- Examples of various types of entrepreneurs
- Self-reflection on application of their entrepreneurial mindset
- Empathy map & customer problem statement
- Examples of potential solutions to a design challenge
- Prototype of an idea
- Pitch of an idea

Lessons:

- Lesson 1: Entrepreneurs Everywhere
- Lesson 2: Entrepreneurial Mindset
- Lesson 3: Customer Empathy & Finding Problems
- Lesson 4: Ideation and Brainstorming
- Lesson 5: Prototyping and Testing Ideas
- Lesson 6: Pitch Perfect

Unit Guidance:

Facilitators may use Lessons 3-6 sequentially or as standalone lessons. The links below provide helpful guidance to build your knowledge of entrepreneurship prior to teaching.

- NFTE [Entrepreneurial Mindset](#)
- VentureLab's [YouTube Channel](#)