We help students become the **CEO** of their own lives.
Meet Kaylynn, Student Entrepreneur
Why is an Entrepreneurial Mindset Important
We help students become the **CEO** of their own lives.
The Problem

Too many systematically marginalized students are being left behind, leading to growing racial inequality, larger wealth gaps, and less opportunity.

Meanwhile, each year, millions of youth graduate from high school with a diploma from an antiquated education system unequipped with the skills, mindset, and network they need to succeed in the 21st-century workforce.

Nearly 1/2 of employers indicate **soft skills** make up the greatest skills gap.

7 in 10 current high schoolers report **feeling bored** in school.

Referrals and networking account for 60% of job hires.
The Solution

Entrepreneurship education can change this!
Since 1999, BUILD has used entrepreneurship education as a vehicle to tap into the potential of youth of color.

1. Empower young people with the MINDSET and SKILLS they need to thrive in college and careers
2. Make school FUN and RELEVANT to the real world
3. Create connections to the business community to increase students’ SOCIAL CAPITAL
BUILD’s Mission

BUILD’s mission is to ignite the power of youth in under-resourced communities to build Career success, Entrepreneurial mindsets, and Opportunity.

We help students become the CEO of their own lives.

Our Core Values

- Keep Students at the Center
- Bring the Spark
- Bridging Communities
- Promote Diversity & Social Action
BUILD In Action
Mindset and Skillset

**Mindset**
- Develop self-agency
- Maintain resilience and grit
- Foster a growth mindset
- Pursue adaptability

**Skillset**
- Build 21st Century “Spark Skills”
- Plan for economic mobility
- Improve technology skills
- Social capital & networking
Bring Learning to Life with BUILD’s 21st Century “Spark Skills.”

**COLLABORATION**
To work in a team to achieve a common goal.

**GRIT**
To demonstrate perseverance and passion for short and long term goals.

**PROBLEM SOLVING**
To define and analyze problems; identify and execute solutions; and evaluate and improve based on experience.

**COMMUNICATION**
To express and clarify ideas orally and in writing.

**INNOVATION**
To think creatively and take positive risks to develop new ideas or improve on existing ideas.

**SELF-MANAGEMENT**
To act in their own best interest by regulating emotions and identifying their strengths, weaknesses and growth.
BUILD Across The Country

In FY22, BUILD's digital offerings were used in hundreds of classrooms across the U.S.

8,600+ Students Engaged
400+ Teachers Trained
100+ Cities Reached
BUILD PA has begun to build its base with a focus on cultivating school partnerships and creating an ecosystem of entrepreneurship throughout the region through our Pittsburgh Entrepreneurial Education Council for Youth (PEECY).

**Current School Partners**
- McKeesport High School
- Sto-Rox High School + Steel City Impact
- Imani Christian Academy
- Penn Hills Charter School for Entrepreneurship
Student Impact
How BUILD helps students

- 100% of BUILD students start a business in high school and build social capital.
- 89% of BUILD students report that their teacher motivates and challenges them to do well in school.
- 83% of BUILD students who apply to college are accepted to a 4-year university.
Teacher Impact
How BUILD supports teachers

96% of BUILD teachers agree that they had a positive experience teaching the BUILD program.

96% of BUILD teachers agree that BUILD students are more prepared for college and careers.

86% of BUILD teachers agree that BUILD is helping them become better teachers.
Project-Based Learning

Entrepreneurship Education is the hook.

Post-secondary success is the goal.
**BUILD Benefits**

We ensure that our partners feel supported by providing resources, training & technical assistance.

**BUILD Curriculum**

- **Design Thinking**
  youth driven solutions to social issues

- **Culturally Relevant**
  content reflects diverse representation

- **Project-Based Learning**
  engaging and real-world content

**Best Practices**

- **Soft Skills**
  students demonstrate proficiency in critical competencies

- **Reflection & Feedback**
  encourages intentional skill development

- **Building relationships**
  between students and trusting, caring adults
BUILD Design Challenge

“How might we develop **entrepreneurial solutions** to **everyday challenges for people in our schools and communities**?”

**Sixto**
[Seeks-toh]
He/him
High School Teacher

**Justus**
[Juh-stuhs]
He/him
High School Student

**Kelly**
[Koil-ee]
She/her
Social Entrepreneur

**Marianny**
[Mar-i-an-ny]
She/her
College Student

**Watch interviews →**

*Niko is here as a guide for you on this adventure.*

We will introduce you to different people with interesting stories. These people are your clients, the ones you want to design for. Find out everything you can about them. By listening and keeping an open mind.

*Let’s Get Started*
BUILD In Action
Get involved

1. Enter a student team to compete in the Southwestern PA Youth Pitch Competition
2. Join the Southwestern PA Teacher Fellowship
3. Become a BUILD.org partner school
SWPA Youth Pitch Competition

For educators...
● $500 DonorsChoose giftcard!
● Cash prizes (stipends)
● Free professional development & project-based curriculum

For students...
● Win cash prizes
● Practice 21st-century skills
● Create meaningful solutions to real-world problems
Southwestern PA Teacher Fellowship

For teaching professionals from across Greater Pittsburgh that are excited to learn more about project-based, experiential opportunities and increasing student engagement.

Applications Due: May 15, 2023

Join a Professional Learning Community of like minded, local educators

$500 stipend and certificate for completing 9 hours of Professional Development

Additional $250 stipend for participation in BUILD.org’s 2024 Southwestern PA Youth Pitch Competition

“The most rewarding part of BUILD is seeing students’ end product and the pride on their faces when they realize their accomplishments.”
Curriculum for Partner Schools

**BUILD Your BUSINESS**
- **Entrepreneurial Mindset**: SEL Foundations, Design Thinking, Production, Marketing, Finance, Pitch
- **Post-Secondary Skills**: Entrepreneurial Mindset, Leadership Development

**BUILD Your VOICE**
- **Entrepreneurship for Impact**: Branding, Digital Marketing & Sales with a focus on Impact & Equity
- **Post-Secondary Skills**: Identity & Career Exploration, Goal Setting, Interviewing, Resumes

**BUILD Your FUTURE**
- **Entrepreneurship for Life**: Advanced Design Thinking, Storytelling, Personal Branding & Marketing
- **Post-Secondary Skills**: Financial Wellbeing & Economic Mobility, Pathway Persistence, Navigational Capital
Easy course and pathway integration for:

- Engineering
- Public Health
- Video Production
- Business/Marketing
- Game Design
- Advisory
- And more...
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