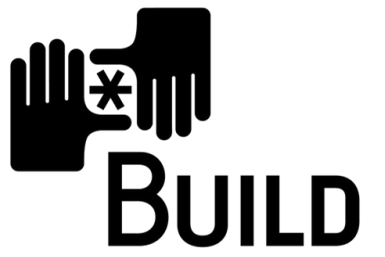
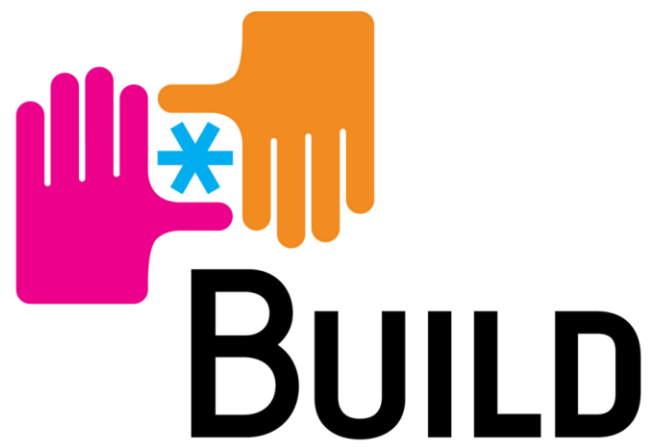


# Meet Kaylynn, Student Entrepreneur







# How Entrepreneurship Education Increases Student Engagement and Success in Post-Secondary Pathways

Emily Donato, BUILD Pittsburgh



# Welcome Everyone!



Who's who in our learning space today?

## Let's introduce ourselves:

- Name
- Organization
- On a scale of 1-5, how familiar are you with entrepreneurship education?





# Meet the BUILD Pittsburgh Team!



**Emily Donato**

Senior Program  
Manager

[edonato@build.org](mailto:edonato@build.org)



**Lamar Blackwell**

Founding Director,  
Pittsburgh



**Manar Marini**

Events Associate



**Rashaida Melvin**

Program Director,  
National Partnerships





BUILD's mission is to ignite the power of  
youth in under-resourced communities to  
build

Career success,  
Entrepreneurial mindsets, and  
Oppportunity.

We help students become  
the **CEO** of their own lives.





The pandemic proved that no one really knows what the future will bring.

**In order to thrive our children must be able to create, adapt, solve problems, pivot, invent & reinvent themselves.**



**41%**

of youth nationwide want to **become entrepreneurs.**

**50%**

believe they will invent something that **will change the world.**



**BUILDing**  
**GENERATION**  
**Entrepreneur**

# BUILD Across The Country

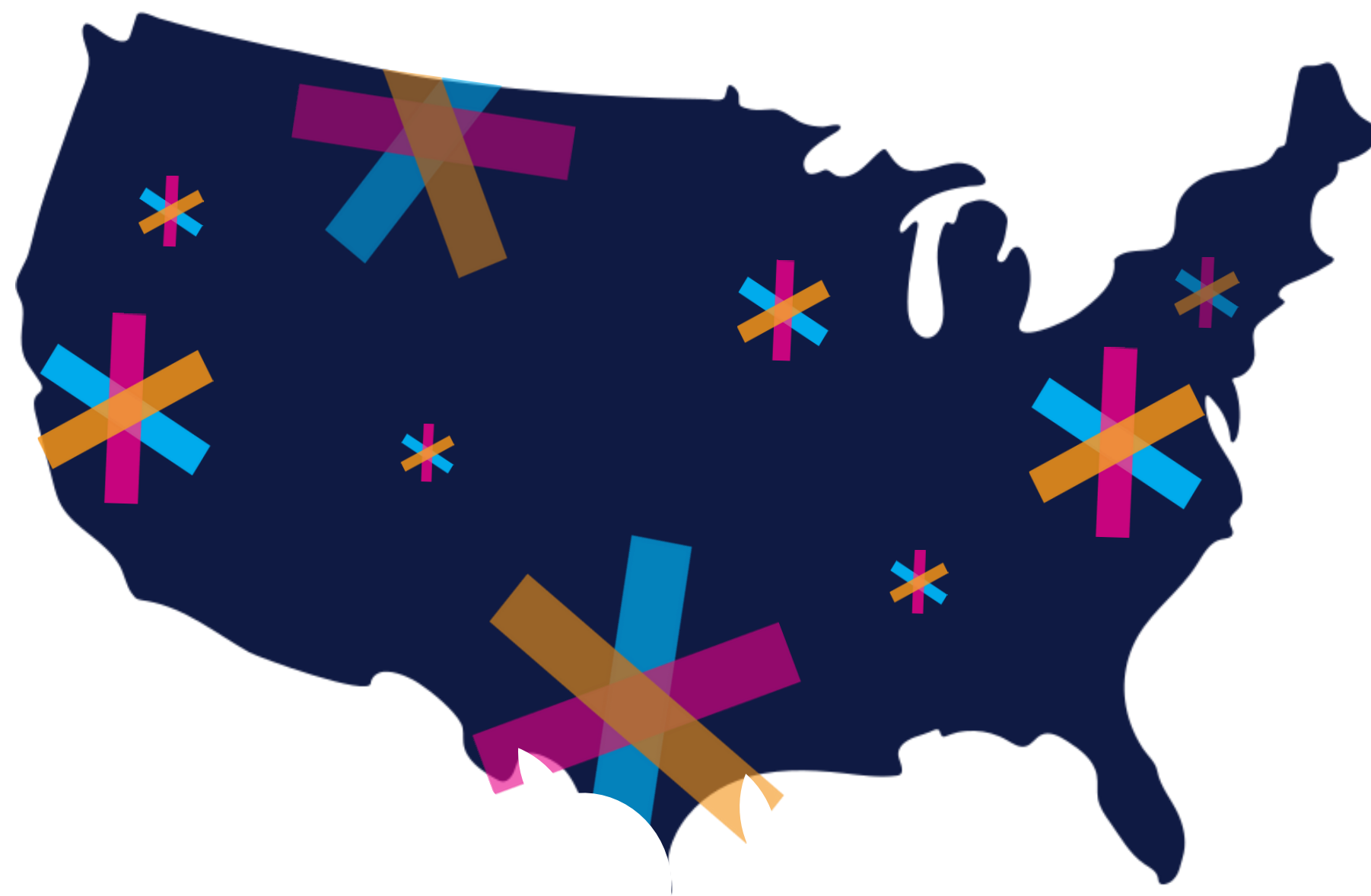


In 2023, BUILD's digital offerings were used in hundreds of classrooms across the U.S.

**8,600+** Students Engaged

**400+** Teachers Trained

**100+** Cities Reached









# Entrepreneurship Education is deeply rooted in Project Based Learning (PBL) and Experiential Learning



# Mindsets and Skillsets



## Mindsets

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

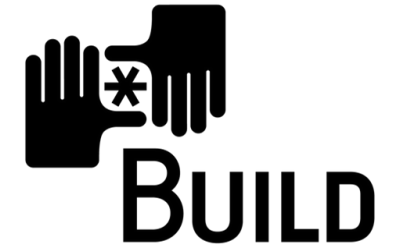


## Skillsets

- Build **21st Century “Spark Skills”**
- Be proactive about **financial wellbeing**
- Improve **technology skills**
- Gain **social capital & networking**



# Entrepreneurship is imperative.



“Entrepreneurship can be taught using a scaffolding of skills, building upon our natural ability to imagine:

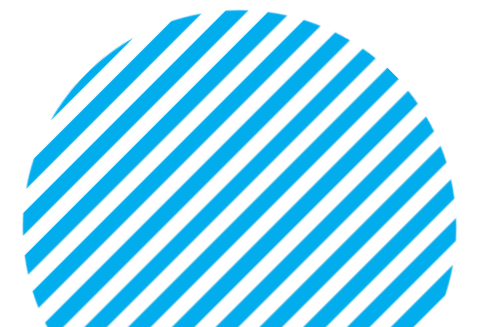
- 1** Imagination is envisioning things that don't exist.
- 2** Creativity is *applying* imagination to address a challenge.
- 3** Innovation is *applying* creativity to generate unique solutions.

Entrepreneurship is *applying* innovations, scaling the ideas by inspiring others' imagination.”

From “Why it's imperative to teach entrepreneurship: Empowering young people to craft the lives they dream to live.” Dr. Tina Seelig, *Psychology Today* (2015).



**Dr. Tina Seelig**



What is one aspect of  
great teaching?

# Student Choice

“

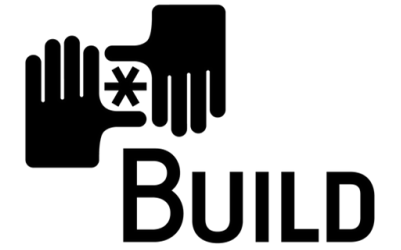
At the heart of every great project is student choice. When students have choices in their learning and how they demonstrate it, they're more **engaged, invested, and able to see the relevancy and application of their learning.**

—Amanda Schaeffer, Teacher





# Student Choice



## Types of Choice:

### Choice of:

- **What**
- **How**
- **Assessment**



## Skills Students Gain:

- **Autonomy**
- **Competence**
- **Relatedness**

**This sounds great in theory...**



**...But what does it look like in practice?**



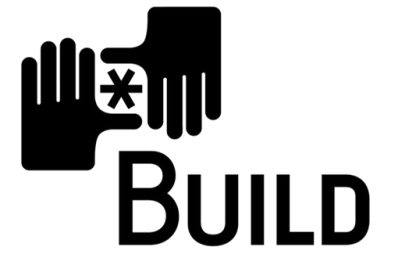
# Cafe Vine



While watching, consider:

- What do the educators do to support students?
- Which 21st Century skills are students learning?
- What impact has the class and business had on students?

# Integrative Learning





**Project-Based  
Learning**

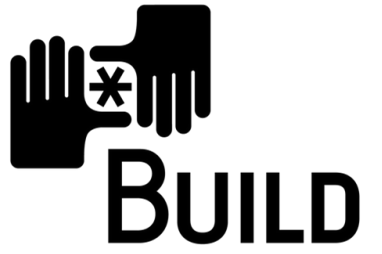
**Social-Emotional  
Learning**

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

**Entrepreneurship  
Education**



# How can you do this in your school?



1

## Free resources

- Fam.Biz Entrepreneurship Simulation
- BUILD Design Challenge

2

## Professional Development Opportunities

3

## Join us!

- Youth Pitch Competition
- Curriculum





**BUILD'S**

# FAM-BIZ









BUILD

DESIGN

CHALLENGE



# BUILD

## Appendix

FY23 Partner Recruitment Deck



# SWPA Youth Pitch Competition





# WHAT IS THAT THING:

## THE PRODUCT PITCH

You will be assigned one of the strange products pictured on the right. **Then, you must create a 1-minute pitch that gets us excited and makes us want to buy your product.** Tell us:

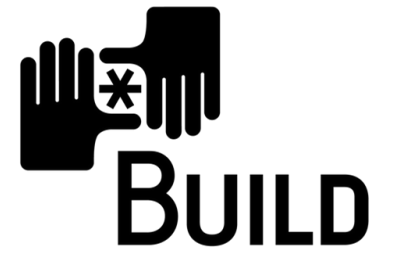
- Your Product's Name
- What Your Product Is and Does
- Who Your Product Is For
- What Your Product Costs
- Where We Can Buy Your Product

**Be creative. Be clever. Be convincing!**  
**You have 5 minutes to prepare your product pitch. Any questions?...You may begin!**





# Bring Learning to Life



with BUILD's 21st Century "Spark Skills."



## **COLLABORATION**

To work in a team to achieve a common goal.



## **COMMUNICATION**

To express and clarify ideas orally and in writing.



## **GRIT**

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



## **INNOVATION**

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



## **PROBLEM SOLVING**

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



## **SELF-MANAGEMENT**

To act in their own best interest by regulating emotions and identifying their strengths, weaknesses and growth.