



venturelab  
Entrepreneurial Learning

# VentureLab 101

# VentureLab's North Star



Our goal is to close the opportunity gap for our future creators and leaders. Developing students' confidence, creativity, and growth mindset at a young age, especially for girls and historically-marginalized youth, can change the way they see their place and power in the world.

# Our Mission



To create the next generation of diverse innovators by making entrepreneurship education accessible to kids worldwide.



# VentureLab 101

1. We believe in **starting young** with elementary grades - then continuing into middle and high school
2. Entrepreneurship is **MORE than just starting a business**, it's a way of thinking and acting
3. [Entrepreneurial mindsets](#) help youth with **social emotional** and **workforce / employability skills**
4. We apply an **ESTEAM framework** to bring STEM, arts, and agriculture to life through entrepreneurial learning
5. Our content uses best practices for **engaging girls and young women** in STEM and entrepreneurship
6. We start with **creativity** and youth voice THEN teach business concepts
7. Our programs are **evidence-based**
8. Our programs are used **in-school** enrichment/electives and for **out of school time**/afterschool
9. Our programs are classified as **supplemental and enrichment**
10. We offer **flexible schedules** and can be used in one off workshops up to semester courses

# VentureLab 101

1. VentureLab does **not** teach kids how to create legal business entities
2. VentureLab is **not** a high school career and technical education (CTE) course to prepare students for the Entrepreneurship and Small Business (ESB) certification exam
3. VentureLab is **not** aligned to any one state's academic standards nor the Common Core nor NextGen Science Standards\*
4. VentureLab is **not** a direct service organization\*\*

\*Webster Groves School District incorporated our materials in their 3rd grade social studies unit.

\*\*In some special cases, we facilitate direct delivery.



# The Challenge

- Children from low-income communities don't have equal access to opportunities for entrepreneurial learning and lack access to the social capital that children from more affluent families do — this has led to an opportunity gap as adults.
- Girls and historically-marginalized youth are often faced with challenges that can limit their self-efficacy, self confidence, learning potential and social emotional development at a young age.



# The Opportunity Gap

- Exposure to innovation and entrepreneurship during childhood has significant causal effects on children's propensities to become inventors or entrepreneurs <sup>(a-c)</sup> by up to **60%**. <sup>(d)</sup>
- Children from high-income (top 1%) families are **10X** as likely to become inventors as those from below-median income families due to exposure to high innovation-rate environments <sup>(c)</sup> and parental role-models.
- Exposure to innovation and entrepreneurship at a young age is important to prepare students for future success and to close the **inequality gap**, in income, race, gender, etc... <sup>(c)</sup>

# VentureLab: Founding Story



**Brand Story**

# Global Community

940K+ Students, 150+ Countries, All 50 US States



# Entrepreneurial learning = mindsets + skills

## Employability, Transferable, Durable

### MINDSETS

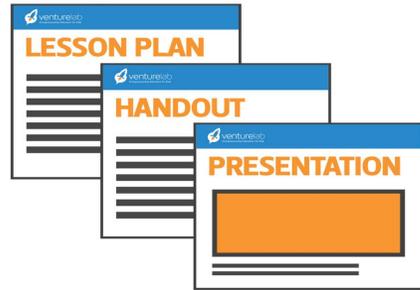
- Curiosity
- Growth Mindset
- Courage
- Persistence and Grit
- Opportunity-seeking
- Problem Solving
- Embracing Failure
- Optimism
- Resourcefulness
- Adaptability
- Empathy

### SKILLS

- Creativity
- Teamwork
- Idea Generation
- Market Research
- Opportunity Analysis
- Design Thinking
- Prototyping
- Business Model
- Pitching
- Public Speaking

# VentureLab Programs

## Curriculum



In-school,  
after-school, summer

## PD/Coaching



Adult continuum of  
practice and  
learning

## Measurement Tools



data to report  
impact

# Programs

## Programs

### Entrepreneurship + Agriculture



Grades  
3-12

### Idea to Pitch



Grades  
1-12

### Career Exploration



Grades  
6-8

# Curriculum

## Curriculum

**Topics in Entrepreneurship**  
**(Free lessons!)**



**Grades 1-12**

**Caregiver Workbook**



**Grades 1-5**

**Caregiver Workbook**  
**(Spanish)**



**Grades 1-5**

**Entrepreneurship 101 (Online)**



**Grades 3-8**

Available for download at VL's eStore and 3rd party sites  
(Teachable, YIPPEE Exchange)

# Online Resources



[BUSINESS  
BUILDER](#)



[MINDSET CARD  
PICKER](#)



[WACKY  
INVENTIONS](#)



[PITCH GAME](#)

# PD and Coaching



## Educator/Partner Training

Hands-on training that provides educators and partners with best practices for teaching students entrepreneurship utilizing the VentureLab curriculum.

## Educator Mindset Course

Online curriculum to instill an entrepreneurial mindset in educators

## Coaching

On-going support for educators and partners who are using VentureLab curriculum