**Marketing/Entrepreneurship**

Lessons for the Week **1/28 – 2/1**

***BLK 3—Week #3***

**Mon. 1/28**: 1. Share the **history of the NFTE Program** (1986-Present), \* [www.nfte.com](http://www.nfte.com)

2. Check out **Kickstarter & Indiegogo,** what is it for? What is crowdfunding?

Baubax 2.0 <https://www.kickstarter.com/projects/597538543/the-worlds-best-travel-jacket-with-25-features-bau?ref=discovery&term=baubax>

Paket <https://www.kickstarter.com/projects/1661918358/paket-worlds-best-packable-jacket-with-30-features?ref=nav_search&result=project&term=paket>

Anki <https://www.kickstarter.com/projects/anki/vector-by-anki-a-giant-roll-forward-for-robot-kind?ref=discovery>

Blind Tea Tasting <https://www.kickstarter.com/projects/1186165357/blind-tea-tasting-a-guessing-game-for-your-sense-o?ref=nav_search&result=project&term=blind%20tea>

1. Business Ideas due Wed. 1/29 typed, \*you might have a partner, let’s talk

**Homework**: 1.) Think of a business idea you can start with by Tues. 1/29, type ¶, print before class, share

**Tues. 1/29**: \*collect typed ¶ about your business idea

1. Stand at your seat and **share your preliminary business idea** (100 pts). Partners stand together, each speaks. New seating arrangement tomorrow.
2. Fire drill/ lock down procedure, restroom privileges, lost flashdrives, etc.

**Homework**: 1.) Continue to research your business idea and try to figure out who is your competition and

 how can you be different?

**Wed. 1/30**: ***Early Dismissal—Parent Conferences 1-3p***

\*new seating arrangement, changes as needed.

1. **Memo Format** handout, go over, notes together (\*format is at the website also)
2. **Interview an Entrepreneur** assignment DUE: Wed. 2/6 (find instructions @ website), begin thinking of who you might interview—don’t delay! Figure it out before the weekend!! ***\*\*this could count as a job shadow if you document it juniors!!!***

**Homework**: 1.) Interview an Entrepreneur Memo DUE: Wed. 2/6, typed in the proper format,

printed (before class), signed, possible share (\*memos are always 200 pts)

**Thurs. 1/31**: 1. **Basic Business Questions—Forms of Business Ownership,** get from website

 & complete DUE: ***e-mailed*** BEFORE class Fri. 2/1

**Homework**: 1.) Interview an Entrepreneur Memo DUE: Wed. 2/6, typed in the proper format,

printed (before class), signed, possible share (\*memos are always 200 pts)

2.) Basic Business Ques. DUE: e-mailed BEFORE class Fri. 2/1

**Fri. 2/1**: ***\*Basic Business Questions e-mailed BEFORE class***

1. Check in on Memo, format, and assignment, ask any questions you may have
2. Check out & **Save Business Plan formats**/templates @ class website
3. Discuss/go over **Basic Business Ques.—legal forms of ownership** (1.3 written), [www.seventhgeneration.com](http://www.seventhgeneration.com) is a B Corp

**Homework**: 1.) Interview an Entrepreneur Memo DUE: Wed. 2/6, typed in the proper format,

printed (before class), signed, possible share (\*memos are always 200 pts)