TOMORROW’S WORKFORCE
POWERED BY ENTREPRENEURSHIP

In this changing career landscape, we need a visionary, resilient, and adaptable workforce. We need our youth to:

+ Be creative, innovative problem-solvers
+ Take calculated risks and redefine failure as a learning opportunity
+ Be prepared for college and career success
+ Effectively collaborate and communicate

And, we need the adults in their life equipped with the necessary knowledge and tools to help make this happen!

WHAT VENTURELAB OFFERS

We provide youth, families, instructors, and community partners opportunities to learn and develop new ways of thinking (mindsets) and acting (skillsets) that prepare them for the challenges of the future. Our offerings are customizable and designed for all levels of knowledge about entrepreneurship!

+ **K-12 entrepreneurship curriculum** (customizable; flexible to fit any schedule; simple implementation; 21st Century Skills; hands-on activities; no entrepreneurship background needed)
+ **Trainings** (for instructors, caregivers, mentors, or community partners; the why and how of youth entrepreneurship education; customizable; in-person or live virtual sessions)
+ **Family engagement** (easy-to-use workbook designed for elementary learners and their caregivers; mindset-focused; customizable; available in English and Spanish)
+ **Program consultation/customization** (modify and enhance existing programs; adapt VentureLab curriculum to fit specific program needs)

Join us in creating tomorrow’s innovators and changemakers.

WWW.VENTURELAB.ORG
EMAIL hello@venturelab.org
ENTREPRENEURIAL MINDSET

Being entrepreneurial isn’t just about starting companies. It is about having a vision and making it a reality. It is a way of thinking that can be learned and practiced.

1. **CURIOSITY**
   Always ask “what if” and “why” and seek new and creative ways of learning and doing.

2. **GROWTH MINDSET**
   Recognize your potential for learning and achieving anything and the power to stretch your brain and sharpen your mind!

3. **COURAGE**
   Dare to step out of your comfort zone(s) to accomplish great things.

4. **PERSISTENCE & GRIT**
   Learn to work through failure to create solutions for the problems you are passionate about.

5. **OPPORTUNITY-SEEKING**
   Actively observe, identify, and act on circumstances where you can innovate or solve a problem.

6. **PROBLEM-SOLVING**
   Proactively develop creative solutions to the problems around you.

7. **REDEFINING FAILURE**
   See failure as a learning opportunity and a launchpad for your next success or discovery.

8. **OPTIMISM**
   Be confident and hopeful in your ability to innovate and your potential for making an impact.

9. **RESOURCEFULNESS**
   Develop quick and clever ways to overcome challenges (and don’t worry, you can always iterate!).

10. **ADAPTABILITY**
    Make smart changes when challenges arise without losing heart or giving up.

11. **EMPATHY**
    Think about other people’s needs and feelings and keeping these in mind when solving a problem.

ENTREPRENEURIAL SKILLSET

With an entrepreneurial mindset, you’re halfway there to bringing your innovative ideas to life. All that’s left is learning the practical tools, or skills, that successful entrepreneurs have in their toolbox.

1. **CREATIVITY**
   Being creative means being bold and imaginative and not limiting your thinking to what’s already been done.

2. **TEAMWORK**
   It’s rare for someone to accomplish great things by themselves—seek out teams with diverse perspectives, skills, and talents!

3. **IDEA GENERATION**
   The key to innovation is to let your mind spread its wings and fly. The more ideas the better—wild and silly ideas welcome!

4. **OPPORTUNITY ANALYSIS**
   Entrepreneurs look for and analyze different patterns and trends to see if an idea will be successful and if it’s the right time to get started.

5. **MARKET RESEARCH AND CUSTOMER VALIDATION**
   It’s important to gather information about your potential users so you can turn your idea into something that they will want!

6. **DESIGN THINKING**
   To develop effective solutions, entrepreneurs need to put the user first and seek out feedback in order to design with users in mind.

7. **PROTOTYPING**
   Entrepreneurs create prototypes—simple models to explain their idea, get feedback, and learn how their product can be improved.

8. **BUSINESS MODEL METHODOLOGY**
   Business models help answer questions like: What will it cost to make your product? What should you charge?

9. **PITCHING**
   Rallying people around your idea is critical! Effective “pitches” to potential users and investors are clear, short and persuasive.

10. **PUBLIC SPEAKING**
    When you have opportunities to speak about your idea, you want to do so as effectively as possible (this takes practice!).