

DREAM LEADERS

Our youth leadership and service-learning program provides character development and social entrepreneurship training in a digital, project-based curriculum.

Lessons 1-3:

The Entrepreneur

Is Entrepreneurship For You?

- Who are entrepreneurs?
- How is social entrepreneurship different?
- What must you know to build a business?
- To what extent is experience a necessity?
- How do people work together?
- Who are you as an individual & team member?
- What strengths in others do you most value and why?

Lessons 4-9:

The Business Case

Bringing Your Service/Product to the Market

- Managing Your Enterprise
- Identifying Your Client
- Marketing Your Enterprise
- Selling Your Product or Service

Lesson 10:

Making the Pitch

Creating the 90-120 Second Video

- How to Present Yourself and Your Enterprise
- Communicate Your Mission and Vision
- Market, Competition, Marketing, Sales, Projections
- Pitch, Storyline and Purpose

**dream
leaders**

YES
YOUTH ENTERPRISE SOLUTIONS



Classcraft



312-585-4995



info@dreamsforkids.org



www.dreamsforkids.org

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