NATIONAL YOUTH LEADERSHIP FORUM:
BUSINESS INNOVATION
8 DAYS TO STARTUP

*2016 Sample Schedule**

Day One: Program Welcome and Orientation

Welcome to *NYLF Business Innovation*

Seminar: Defining Business Innovation in the 21st Century

Keynote Address: Creating Innovators; Defining the Future

   Alli Webb, Founder, Drybar

College Success Workshop: Goal Setting 101

Day Two: Ideation and Product Development

Simulation Part I: Product Ideation, Research, and Development

Business Information Sessions: The Entrepreneurial Mindset

Personal Mission, Vision, and Action Plan

College Campus Tour and Collegiate Culture Workshop

Activity: Constructing a Business Model

Day Three: Innovation and Feedback

Simulation Part II: Product Creation and Marketing Research

Business Information Sessions: Crowdsourcing to Capture Market Feedback

Guest Speaker: Defining Your Target Market

Field Excursion: Explore the Host City

Day Four: Designing the Future

Simulation Part III: Testing Key Features and Price

Business Information Sessions: Strategic Planning

College Admissions and Enrollment Seminar

College Options and Selection Workshop

This sample schedule is provided as an example of the overall quality and scope of the experience offered. The 2016 specific schedule, locations, and details may be modified.

Day Five: Standards for Success in Business

Simulation Part IV: Analyzing and Using Customer Feedback

Site Visit: Businesses in Action – Madison Square Garden and the
   Professional Sports Industry

     Brand Strategy

     Managing Multi-Million Dollar Enterprise

     Key Lessons for Operational Success

     Meet and Greet with Executives

Interviewing in the Digital Age Seminar

Day Six: Finances and Funding

Simulation Part V: Product Finance and Securing Capital Investment

Guest Speaker: Securing Funding for a Startup

Personal Branding, Interviewing, and Networking Seminar

Activity: Uber Technologies Inc. Case Study

Day Seven: Jumpstarting Your Business

Simulation Part VI: Venture Capital Fair

Business Information Sessions: Building a Pathway to Success

Simulation Part VII: Final Pitch Rounds

Day Eight: Looking Forward

Simulation Final: Lessons Learned

Program Wrap-Up and Debrief: Becoming the Innovators of Today

Conference Departure