

**NATIONAL YOUTH LEADERSHIP FORUM:
BUSINESS INNOVATION
8 DAYS TO STARTUP**

*2017 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 2017 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

Incubators and Innovative Startups

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: Case Study

Day Seven: Jumpstarting Your Business

Simulation Part VI: Pitch Presentation

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