

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

*2018 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

Sarah Biggerstaff, Lecturer in Practice of Leadership, Yale University

Success Workshop: Goal Setting 101

Day Two: Ideation and Product Development

Simulation Part I: Product Ideation, Research, and Development

Business Group Meeting: The Entrepreneurial Mindset

Personal Mission, Vision, and Action Plan

Activity: Constructing a Business Model

Understanding Personality Styles

Day Three: Innovation and Feedback

Simulation Part II: Product Creation and Marketing Research

Business Group Meeting: Crowdsourcing to Capture Market Feedback

Guest Speaker: Defining Your Target Market

Site Visit: Business in Action - Corporations and Innovative Startups

Personal Branding

**This sample schedule is provided as an example of the overall quality and scope of the experience offered. The 2018 specific schedule, locations, and details may be modified.*

Day Four: Designing the Future

Simulation Part III: Testing Key Features and Price

Field Excursion: Explore the Host City

Guest Speaker: Securing Funding for a Startup

Simulation Part IV: Product Finance and Securing Capital Investment

Day Five: Jumpstarting Your Business

Simulation Part V: Pitch Presentation

Business Group Meeting: Building a Pathway to Success

Simulation Part VI: Final Pitch Rounds

Social Event

Day Six: Looking Forward

Simulation Final: Lessons Learned

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

Conference Departure