

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

*2020 Sample Schedule**

Day One: Program Welcome and Orientation

Welcome to *NYLF Business Innovation*

Seminar: Defining Business Innovation in the 21st Century

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

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

Yale University Campus Tour

Entrepreneurship in Action - Local Incubator

Personal Branding

continued on reverse

**This sample schedule is provided as an example of the overall quality and scope of the experience offered. The 2020 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: Business in Action

Field Excursion: Explore New York City

Innovation at Work: Business Site Visit

Crowdsourcing in Times Square

Day Six: 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 Seven: Looking Forward

Simulation Final: Lessons Learned

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

Conference Departure