

**NATIONAL YOUTH LEADERSHIP FORUM:
BUSINESS INNOVATION**

7 DAYS TO STARTUP

*2021 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 2021 specific schedule, locations, and details may be modified.*

Due to the coronavirus pandemic, we are in the process of evaluating certain program elements for 2021 to ensure that they meet the most current public health standards and guidance. The safety and security of our students is always our top priority.

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