

NATIONAL YOUTH LEADERSHIP FORUM: BUSINESS INNOVATION
7 DAYS TO STARTUP

JULY 9 – JULY 15, 2022 | JULY 17 – JULY 23, 2022

*2022 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

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

continued on reverse

Day Five: Business in Action

Field Excursion: Explore New York City

Visit Times Square

Walk the Financial District

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

**This sample schedule is provided as an example of the overall quality and scope of the experience offered. The 2022 specific schedule, locations, and details may be modified.*

We are currently evaluating all aspects of our programs and incorporating the most up-to-date health and safety standards. We will continue to make changes as new learnings and guidance evolves from the Centers for Disease Control and Prevention (CDC) and our program partners. Stay informed by visiting our website at envisionexperience.com/covid-health-and-safety, where you will find FAQs and procedural details highlighting our health and safety protocols.