

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

JULY 6-12, 2023 | JULY 14-20, 2023 | JULY 22-28, 2023

*2023 Sample Schedule\**

***Day One: Program Welcome and Orientation***

Welcome to *NYLF Business Innovation*

Seminar: Defining Business Innovation in the 21<sup>st</sup> 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

MyActionPath: Career Assessment

***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: Jump-Starting 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 2023 specific schedule, locations, and details may be modified.*

*As always, the well-being of our scholars and staff is our priority. We implement first-rate health, safety, and risk-management protocols into all our programs, based on recommendations from our Health & Safety Team and medical advisors. We're also committed to evolving our policies and protocols to reflect our program partners' requirements, public policy, and the Centers for Disease Control and Prevention (CDC) guidelines. To see our current standards, visit [envisionexperience.com/covid-health-and-safety](https://envisionexperience.com/covid-health-and-safety).*