

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

JUNE 25 – JULY 1, 2023 | JULY 6 – 12, 2023 | JULY 14–20, 2023

## *2023 Sample Schedule\**

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

Welcome to NYLF Business Innovation

Seminar: Defining Business Innovation in the 21st Century

### **Day Two: Ideation and Product Development**

Success Workshop: Goal Setting 101

Simulation Part I: Product Ideation, Research, and Development

Business Group Meeting: The Entrepreneurial Mindset

Activity: Constructing a Business Model

Understanding Personality Styles

Simulation Part II: Product Creation and Marketing Research

### **Day Three: Innovation and Feedback**

Business Group Meeting: Crowdsourcing to Capture Market Feedback

Guest Speaker: Defining Your Target Market

Workshop: Branding and Marketing

Crowdsourcing and Social Media

Business Group Meeting: Career Assessment and Action Plan

### **Day Four: Designing the Future**

Simulation Part III: Testing Key Features and Price

Simulation Part IV: Product Finance and Securing Capital Investment

Business Group Meeting: Online and In Person Crowdsourcing

Field Excursion: Explore the Host City and Dinner in Downtown New Haven

### **Day Five: Business in Action**

Field Excursion: Entrepreneurship in Action - Local Incubator

Yale University Campus Tour

Guest Speaker: Securing Funding for a Startup

Experts in Entrepreneurship Panel

Social Event

### **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 – Investor Pitch

Simulation Final: Lessons Learned

### **Day Seven: Looking Forward**

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

Closing Ceremony

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).