

2024 NATIONAL YOUTH LEADERSHIP FORUM: BUSINESS INNOVATION

*Sample Schedule**

Day One: Program Welcome and Orientation

Welcome to NYLF *Business Innovation*
Seminar: Defining Business and Innovation in
the 21st Century
College Success Workshop: Goal Setting 101

Day Two: Ideation and Product Development

Simulation Part I: Product Ideation, Research,
and Development
Business Information Sessions: The
Entrepreneurial Mindset
Personal Mission, Vision, and Action Plan
Activity: Constructing a Business Model

Day Three: Innovation and Feedback

Simulation Part II: Product Creation and
Market Research
Business Information Sessions: Crowdsourcing
to Capture Market Feedback
Guest Speaker: Defining Your Target Market

Day Four: Designing the Future

Simulation Part III: Testing Key Features and
Pricing
Business Information Sessions: Strategic
Planning
Simulation Part IV: Product Finance and
Securing Capital Investment
Guest Speaker: Securing Start-Up Funding

Day Five: Business in Action

Field Excursion: Explore Host City
Crowdsourcing
MyActionPath Career Assessment

Day Six: Art of the Pivot

Incorporating Feedback and Pivot
College Campus Tour and Collegiate Culture
Workshop
Preparing for Pitch

Day Seven: Jump-Starting Your Business

Simulation Part V: Pitch Presentation
Business Information Sessions: Building a
Pathway to Success
Simulation Part VI: Final Pitch Rounds

Day Eight: Looking Forward

Simulation Final: Lessons Learned
Program Wrap-Up and Debrief: Innovating for
Tomorrow Today
Program Departure

**This sample schedule is provided as an example of the overall quality and scope of the experience offered. The 2024 specific schedule, locations, and details may be modified.*