



ENTREPRENEURSHIP ACADEMY

GRADES 4-9



Saturday, November 10, 9:00 AM – 2:00 PM

NKU's Camp Innovation Entrepreneurship Academy Program for students in grades 4-9 is filled with intensive and interactive experiential learning focused on entrepreneurial dispositions, design thinking and innovation strategies. The Entrepreneurship Academy program is designed to teach students skills needed to be successful leaders and innovators throughout their lives while cultivating critical and entrepreneurial thinking.

DATE AND LOCATION

- Camp Innovation Entrepreneurship Academy will be held Saturday, November 10
- The Academy will take place from 9:00 AM – 2:00 PM at Northern Kentucky University

WHAT MAKES NKU'S CAMP INNOVATION ACADEMY PROGRAMS EXCEPTIONAL?

- **Entrepreneurial and Leadership Career Pathways** incorporated throughout the day
- Emphasis on **intellectual challenge** through critical and creative thinking
- Environment that values **creativity, diversity, entrepreneurship, and achievement**
- Personal attention from **talented and caring teachers**. All teachers receive specialized training and ongoing support to help them meet the unique needs of participating youth.
- Small class sizes for **caring, personalized, and differentiated instruction**
- Our program attracts a diverse group of students from all over the area! You will find **friends** who share your interests and love of learning!
- Classes are **fun!** Classes are interesting and interactive with a focus on transdisciplinary learning and technology integration.

ACADEMY SCHEDULE:

9:00	Registration
9:15-9:50	Welcoming and Opening Remarks
9:50-10:00	Break/Transition to Session #1
10:00-10:40	Session #1: Start-Up Ideas
10:45-10:55	Break/Transition to Session #2
10:55-11:40	Session #2: Business Guidance
11:40-12:15	Lunch (Boxed Lunch--Classic Turkey Breast & Provolone Cheese on a Pretzel Roll with chips, whole fruit, cookie, and drink)
12:15-12:55	Session #3: Developing Your Marketing Plan and Pitch
12:55-1:05	Break/Transition to Session #4
1:05-1:50	Session #4: "Shark Tank" Presentations
1:50-2:00	Wrap-Up and Feedback
2:00	Dismissal, Parent Pick-Up



SESSION DESCRIPTIONS:

Start-Up Ideas: In this session, you will learn how to apply design thinking and brainstorming to develop an idea for creating your own entrepreneurial venture. We will also begin to explore our leadership styles.

Business Guidance: Next, we will learn about SWOT Analysis and developing a professional Business Plan using real-world methodology. During this analysis, we will study leaders and their qualities.

Developing Your Marketing Plan and Pitch: Our third session of the day will focus on how entrepreneurs market their plan and developing an elevator pitch for your business idea. You will learn to take your pitch from good to great and dominate the competition!

Shark Tank Presentation: In the final session of the day, you will have the opportunity to pitch your business idea and receive feedback from a panel of esteemed judges.

REGISTRATION

- Registration is available before Monday, October 29, 2018 at <http://gifted.nku.edu> or via phone 859-572-5600.
- **Registration is limited and is first-come, first-served. To ensure participation register early.**
- **Tuition \$50.** Need-based scholarships are available.
- Students will receive an emailed confirmation once registered.
- There will be an additional \$30 processing fee for registrations received after October 29, 2018.
- The Camp Innovation: Pathways to College Academy Program reserves the right to close or cancel prior to the class meeting or make any necessary schedule changes.

REFUNDS

- Full refunds, minus a \$30 processing fee, may be given prior to October 29, 2018.
- No refunds will be made after October 29.
- Any child whose behavior disrupts the learning of others will be discontinued as a participant in the Camp Innovation Academy Program. There will be no refund of fees under these conditions.

EMERGENCY CLOSINGS

- In case of inclement weather or any unforeseen emergency, the Camp Innovation Academy Program reserves the right to cancel.
- In the event of inclement weather, we will send an email to all participants. Refer to <http://gifted.nku.edu> for program and weather-related announcements.

PUBLICITY AND MEDIA WAIVER:

- All students enrolled in Camp Innovation Entrepreneurship Academy Program and their parents/guardians grant permission to capture and/or record the participant's name, image, likeness, persona, photograph, or voice, in any media and/or technology now known or later developed. Such use of name, image, likeness, persona, photograph, or voice can be used throughout the world for educational, commercial, trade, or any other lawful purpose.

