

Ms. Kathy Slattery

Senior Seminar

Entrepreneurship Presentation

Wednesday, February 7, 2024

Joint Operating Committee Meeting

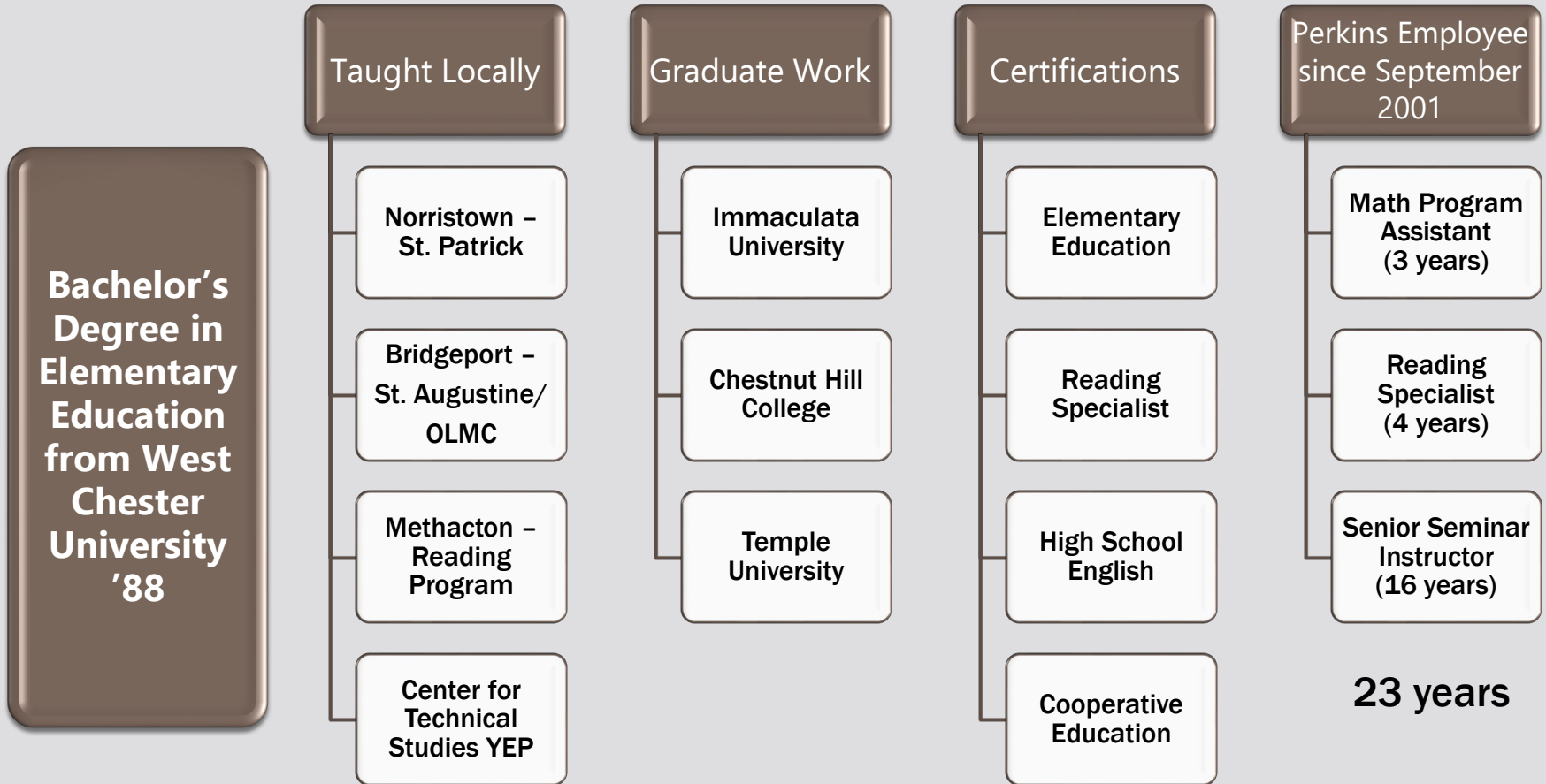
1. PowerPoint Presentation on the implementation of an Entrepreneurship curriculum into the Senior Seminar Curriculum.
2. Business Model Canvas Planner
3. Anonymous samples (4) from students in:
 - a. Video, Sound Music Production
 - b. Culinary Arts
 - c. Cosmetology
 - d. Public Safety
4. Sample of lesson packet that seniors are working with

CMTHS SENIOR SEMINAR 2024: ENTREPRENEURSHIP




**Presented
By
Kathy
Slattery**

ABOUT ME



SENIOR SEMINAR SINCE 2007


Seniors (315 in the Class of 2024) meet for "Senior Seminar" for 45 minutes every-other-week.



Contains the PA Career Education and Work Standards; employment skills, interview skills.



All Seniors leave CMTHS with a job-ready portfolio complete with resume and supporting documents.



All Seniors leave CMTHS with a basic understanding of how to "Adult" in the "Big Wide World" – budgets, paychecks, money, apartments, bills, banks, credit cards.

ADDITIONAL RESPONSIBILITIES

CMTHS
Website
Webmaster

Responsible for
creating slides and
posting on the
school monitors

Certified Co-Op
Coordinator having
worked with several
in-house internships.

Advisor for the
CMTHS National
Technical Honor
Society

Creation of F.R.A.M.E.
Schoolwide CEW
Program in
Schoology

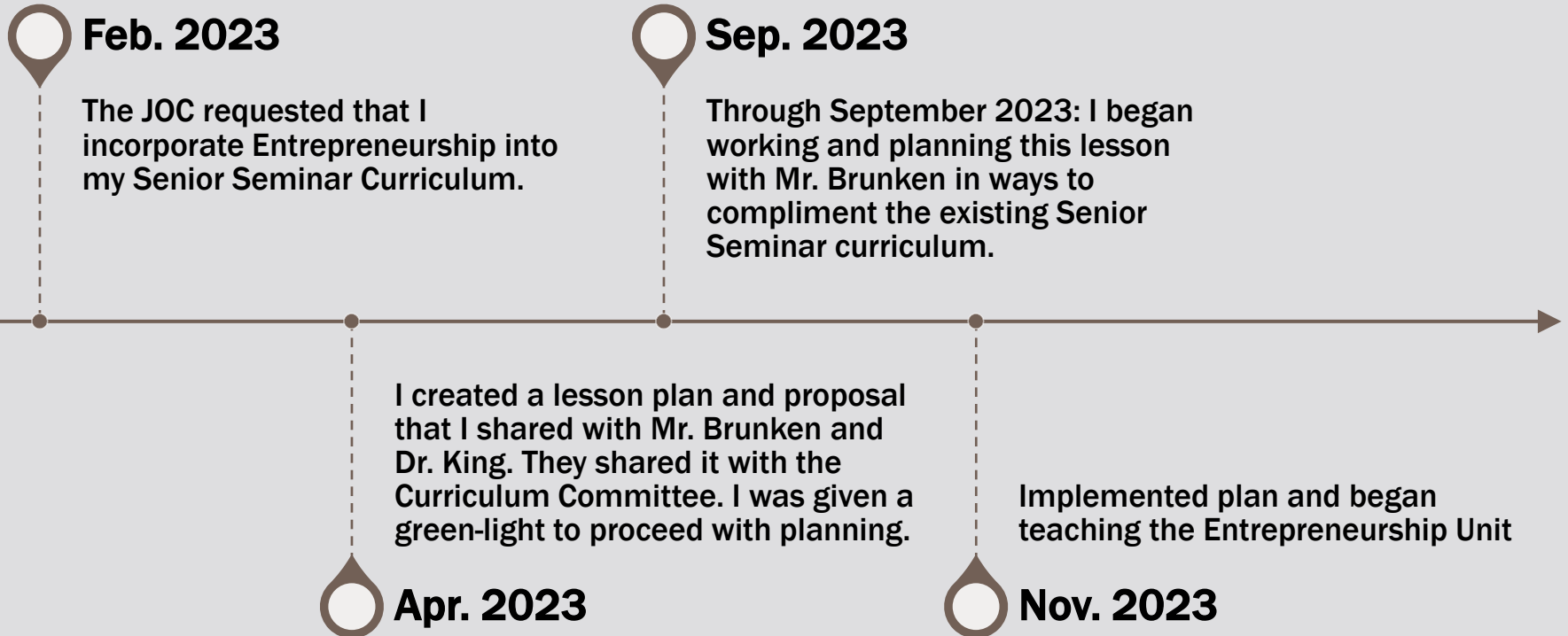
Former NOCTI Site
Coordinator; serve as
a proctor for online
testing.

Senior Class Advisor/
Graduation Advisor

Presenter at Penn
State Integrated
Learning Conference

Summer Program
Website Support

ENTREPRENEURSHIP TIMELINE



ENTREPRENEURSHIP LESSON

CENTRAL MONTCO
TECHNICAL HIGH SCHOOL

COURSES GROUPS RESOURCES

Senior Seminar
at CMTHS

Course Options

Materials

- Updates
- Gradebook
- Grade Setup
- Mastery
- Badges
- Attendance
- Members
- Analytics
- Workload Planning
- Conferences
- Edpuzzle
- Nearpod
- PowerSchool

Information

- Grading period
- Sandbox

Senior Seminar 2023-2024: Section 1
Central Montco Technical High School

Add Materials Options

All Materials

Senior Seminar Announcements & Resources

Announcements for Week B:
February 5, 2024

- February is Black History Month
- Thursday, February 8th - Lower Merion High School Visit and Tour
- Good Luck to all of our SkillsUSA District Competitors!

JANUARY 2024 SENIOR SURVEY - ALL SENIORS MUST TAKE

Module 5: Resumes

Senior Seminar at CMTHS

Module 4: Entrepreneurship

Senior Seminar at CMTHS

Module 3: Applications

Senior Seminar lessons are taught through CMTHS' online learning platform, Schoology.

[Senior Seminar Schoology Link](#)

ENTREPRENEURSHIP LESSON



COURSES GROUPS RESOURCES

Search, Grid, Calendar, Email, Notification icons, Ms. Slattery



Course Options

Materials

- Updates
- Gradebook
- Grade Setup
- Mastery
- Badges
- Attendance
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Senior Seminar 2023-2024: Section 1

Module 4: Entrepreneurship

Immersive Reader, Prev, Next



See Less

Add Materials, Options, Refresh

- Instructions for Module: Entrepreneurship
- What does Success Look Like to YOU?
- 1. About Module: Entrepreneurship
- 2. What is Entrepreneurship?
- 3. Creating a Business Plan
- 4. Can I be an Entrepreneur - Skill Assessment Survey
- 5. What is a Network and How Can it Help My Career?
- 6. The Advantages of Having a Mentor
- 7. Who is in your Network? Finding a Mentor
- Check Up Networks and Mentors
Unpublished
- Resources and Further Study

THE BUSINESS MODEL CANVAS

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



COMMENTS/REFLECTION SO FAR:

- So Far, So Good; going into this like a pilot program. Using a lot of resources – casting a wide net - and seeing what “sticks”.
- Entrepreneurship lessons have been received *very* well by Cosmetology, Culinary Arts, and Video, Sound, and Music Production Programs
- Tougher sell in Healthcare Sciences & Public Safety; I have found a few resources with suggestions for Entrepreneurship in those fields (Medical Apps, Diet Programs, etc.)
- Students are really either totally into owning their own business or have no interest at all.

COMMENTS/REFLECTION SO FAR:

- **Reflection:** Creation of a survey for seniors to take asking them their interests in owning a business and related questions.
 - See where the interest is – perhaps a separate class for those students?
- Adding resources to the [Senior Seminar page](#) on the CMTHS website
- Currently Seniors are creating their resumes, and we will jump back into Entrepreneurship once those are done. While I started Entrepreneurship as a whole unit, I am working on “peppering” the year-long curriculum with Entrepreneurship pieces.
- Next step: Involving instructors in the next phase, handing it off to them as they are the experts in their fields.

QUESTIONS/COMMENTS?

Thank you for your time this evening to allow me to speak about the Senior Seminar Program and the work I am doing with the Joint Operating Committee to meet the needs of our Career and Technical Education students.



Senior
Seminar
at CMTHS

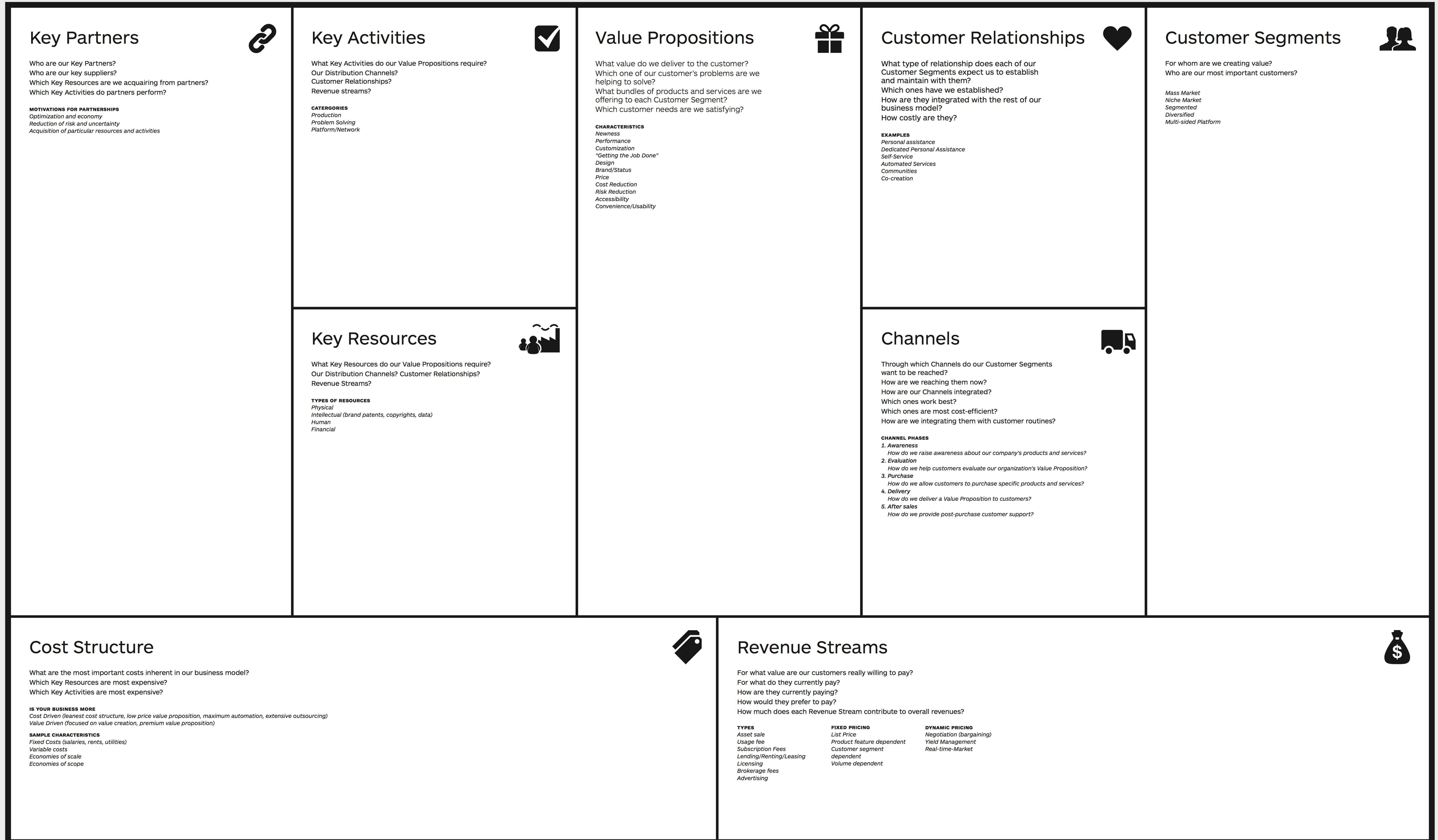
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Start Your Own Business: You need a Plan

Your career path: business owner

What types of business could you own that are related to your career path? cafe owner,
retail store owner, real estate business owner

What kind of business do you want to own? I would want to own
my own cafe

What is the name of your business? Pursuit

Who is your ideal customer? my ideal customer would be
someone who continues to come back

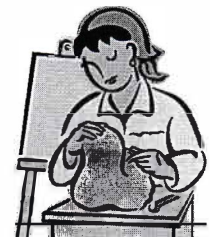
What products or services will your business provide? we will provide not
only food but also an experience

Who is your competition? restaurants open passed 9pm / bars

How will your business be different than existing businesses? we will offer
a higher quality experience

Where will your business be located? New York

What time will your business be open? 8am - 4pm then 8pm - 12am
morning side / night side



How many employees will you need? at least 5 chefs and 5 servers

Will you use an online or paper application? paper and online

How much do you want to pay your employees? \$15 an hour ideally

What benefits would you like to give your employees? I would want to be able to provide them with meals and tips

What types of supplies do you need? a lot: kitchen appliances, tables and seating, counter tops, food supply

Where would you get these supplies? other businesses in the area

How much money do you think you need to get started? at least \$30,000

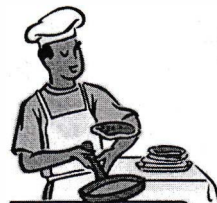
How will you raise this money? by working in my 20s

How will you manage your business? I ~~hope~~ plan to be very attentive

How will you advertise your business? mostly online

Do you have any interest or desire to REALLY own your own business? YES, YES, YES!!!

Why or why not? I have always had a dream of "being my own boss"



Start Your Own Business: You need a Plan

Your career path: Culinary Arts

What types of business could you own that are related to your career path? _____

plan to open a restaurant.

What kind of business do you want to own? A Restaurant.

What is the name of your business? Lets Eat

Who is your ideal customer? Anyone who likes a variety of food, sea food, chicken, pasta.

What products or services will your business provide? Pasta, seafood, chicken, wings.

Who is your competition? All other restaurants.

How will your business be different than existing businesses? All my food would be changed menus every 3 months.

Where will your business be located? At the mall

What time will your business be open? 11am



How many employees will you need? I am going to need
A Total of 30 Employees.
Will you use an online or paper application? Both

How much do you want to pay your employees? Depends on performance.

What benefits would you like to give your employees? Free Food, Financial
Aid, Insurance.

What types of supplies do you need? Cookware, Ingredients
napkins, silverware Etc.

Where would you get these supplies? Different company
suppliers, US Foods.

How much money do you think you need to get started? \$50,000

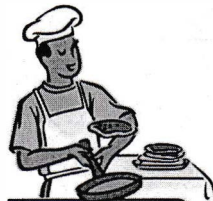
How will you raise this money? work for it.

How will you manage your business? keep up with Inventory,
start new menu Ideas.

How will you advertise your business? Ads, Posters, Bill Boards.

Do you have any interest or desire to REALLY own your own business? yes

Why or why not? because it would make paying
for stuff a whole lot easier.



Start Your Own Business: You need a Plan

Your career path: Cosmetology / Real Estate

What types of business could you own that are related to your career path? A salon or property rent.

What kind of business do you want to own? Real Estate or own a salon.

What is the name of your business? N/A

Who is your ideal customer? Joanna C / Mom / Anise

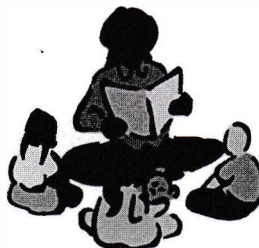
What products or services will your business provide? Body Facials / Hair / makeup / Wax

Who is your competition? N/A

How will your business be different than existing businesses? It will include what makes my clients comfortable.

Where will your business be located? N/A

What time will your business be open? 8am - 8pm



How many employees will you need? Will there's going be a lot

Will you use an online or paper application? Both

How much do you want to pay your employees? Starting 13 up

What benefits would you like to give your employees? 1 week vacation Paid, Dentist care, Bonouses, Health care, Programs

What types of supplies do you need? All the above. Hair, make up, facial, wax

Where would you get these supplies? Cosmo Prof

How much money do you think you need to get started? 30k or more

How will you raise this money? Donations, working, investing, fundraisers

How will you manage your business? Carefully watch everything

How will you advertise your business? Ads, Bill Boards, Radios, Social media

Do you have any interest or desire to REALLY own your own business? Yes

Why or why not? I wanna be my own boss



Start Your Own Business: You need a Plan

Your career path: FBI Behavioral Unit

What types of business could you own that are related to your career path? _____

What kind of business do you want to own? I would love to own a

Cafe mixed with a place for people to wash their clothes.

What is the name of your business? Laundry Cafe

Who is your ideal customer? People who can't afford to have washers and driers in their home.

What products or services will your business provide? My business will

provide a area where my customers can just sit and relax while waiting for their clothes to finish. Instead of going home

Who is your competition? My competition would be the washer

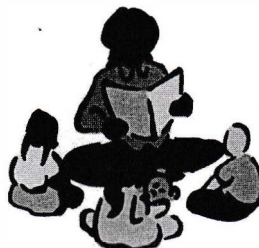
and drier companies going down on their prices.

How will your business be different than existing businesses? My business will

be different from other businesses because it gives my customers an opportunity to rest while also doing what they have to do.

Where will your business be located? Some where where washers and driers can't be put into homes, where people have to go out to wash their clothes.

What time will your business be open? Year round. Early Morning.



How many employees will you need? About 2-4 employees

Will you use an online or paper application? _____

How much do you want to pay your employees? About 20 dollars an hour

What benefits would you like to give your employees? _____

What types of supplies do you need? Smoothie machines, Ovens,

Coffee machines, etc.

Where would you get these supplies? The main line stores

How much money do you think you need to get started? 20,000 - 30,000 maybe

How will you raise this money? I will save as much as I can,
then do a loan.

How will you manage your business? _____

How will you advertise your business? _____

Do you have any interest or desire to REALLY own your own business? _____

Why or why not? _____



Entrepreneurship Unit



Senior
Seminar
at CMTHS

Name: _____

Program: _____ AM PM

To be used with the lessons in the Senior Seminar Schoology "Entrepreneurship" Unit.

What is Entrepreneurship?



The most obvious example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace. An owner or manager of a business is called an **Entrepreneur**.

Who Are the 10 Greatest Entrepreneurs?

You may know many of today's entrepreneurs due to their frequent appearances in the news, but there have been famous entrepreneurs throughout the last two centuries. These businesspeople changed their industries and culture, built vast wealth, and created innovations that continue to influence our lives today.

<https://www.investopedia.com/articles/financial-theory/10/the-10-greatest-entrepreneurs.asp>

1. John D. Rockefeller
2. Andrew Carnegie
3. Thomas Edison
4. Henry Ford
5. Oprah Winfrey
6. Sam Walton
7. Charles Schwab
8. Tom Love
9. John Johnson
10. Steve Jobs

The Bottom Line

These ten entrepreneurs succeeded by giving the customer something better, faster, and cheaper than their nearest competitors. No doubt, some like Rockefeller will always be on these lists. However, with entrepreneurship being so diverse and everyone's beginnings being different, there are many different avenues these entrepreneurs took to be successful.

Start Your Own Business: You need a Plan

Tu trayectoria profesional: _____

What types of business could you own that are related to your career path? _____

What kind of business do you want to own? _____

What is the name of your business? _____

Who is your ideal customer? _____

What products or services will your business provide? _____

Who is your competition? _____

How will your business be different than existing businesses? _____

Where will your business be located? _____

What time will your business be open? _____



How many employees will you need? _____

Will you use an online or paper application? _____

How much do you want to pay your employees? _____

What benefits would you like to give your employees? _____

What types of supplies do you need? _____

Where would you get these supplies? _____

How much money do you think you need to get started? _____

How will you raise this money? _____

How will you manage your business? _____

How will you advertise your business? _____

Do you have any interest or desire to REALLY own your own business? _____

Why or why not? _____



Do YOU Have What it Takes to be an Entrepreneur?

Directions: Circle the number that best expresses your feeling.

A "1" would indicate that you feel you possess the trait to a rather low degree.

A "2" would indicate that you feel you possess the trait to a moderate degree.

A "3" would indicate that you feel you possess the trait to a rather high degree.



Low	Moderate	High	Quality/Trait
1	2	3	1. A high level of energy
1	2	3	2. Good physical health
1	2	3	3. A strong need to achieve
1	2	3	4. A willingness to take risks
1	2	3	5. A desire to create
1	2	3	6. A need to closely associate with others
1	2	3	7. A strong desire for money
1	2	3	8. A willingness to tolerate uncertainty
1	2	3	9. An ability to get along with employees
1	2	3	10. Being well organized
1	2	3	11. Self-reliance
1	2	3	12. A need for power
1	2	3	13. Patience
1	2	3	14. Competitiveness
1	2	3	15. Desire and willingness to take the initiative
1	2	3	16. Self-confidence
1	2	3	17. Versatility (ability to do many things)
1	2	3	18. Perseverance (sticking at something difficult)
1	2	3	19. Innovativeness (willingness & ability to do something new)
1	2	3	20. Ability to lead effectively

Ratings of Traits by Entrepreneurs

When successful entrepreneurs were asked the traits that they felt were necessary to be successful, these are how they rated them:

A. Most important for success

- Perseverance (18)
- Desire and willingness to take the initiative (15)
- Competitiveness (14)
- Self-reliance (11)
- A strong need to achieve (3)
- Self-confidence (16)
- Good physical health (2)



B. Important for success

- A willingness to take risks (4)
- A high level of energy (1)
- An ability to get along with employees (9)
- Versatility (17)
- A desire to create (5)
- Innovativeness (19)

C. Least important for success

- Ability to lead effectively (20)
- A willingness to tolerate uncertainty (8)
- A strong desire for money (7)
- Patience (13)
- Being well organized (10)
- A need for power (12)
- A need to closely associate with others (6)



Do you possess the traits necessary to be a successful entrepreneur?

10 Steps to Starting a Business

Starting a business involves planning, making key financial decisions, and completing a series of legal activities. These 10 steps are a very basic outline of what you can expect to do as you plan, prepare, and manage your business. Visit <http://www.sba.gov> (Small Business Administration) for more information.

Step 1: Write a Business Plan

A business plan is an essential roadmap for business success. This document generally projects 3-5 years ahead and outlines the route a company intends to take to grow.

Step 2: Get Business Assistance and Training

Take advantage of free training and counseling services, from preparing a business plan and securing financing, to expanding or relocating a business.



Step 3: Choose a Business Location

Get advice on how to select a customer-friendly location and comply with zoning laws.

Step 4: Finance Your Business

Find government backed loans, venture capital and research grants to help you get started.

Step 5: Determine the Legal Structure of Your Business

Decide which form of ownership is best for you: sole proprietorship, partnership, Limited Liability Company (LLC), corporation, S corporation, nonprofit or cooperative.

Step 6: Register a Business Name ("Doing Business As")

Register your business name with your state government.

Step 7: Get a Tax Identification Number

Learn which tax identification number you'll need to obtain from the IRS and your state revenue agency.

Step 8: Register for State and Local Taxes

Register with your state to obtain a tax identification number, workers' compensation, unemployment and disability insurance.

Step 9: Obtain Business Licenses and Permits

Get a list of federal, state and local licenses and permits required for your business.

Step 10: Understand Employer Responsibilities

Learn the legal steps you need to take to hire employees.



Some Advantages to Owning Your Own Business

1. You Control Your Own Destiny

One of the biggest differences in owning your own company as opposed to working for someone else is the sense of pride you establish in building something of your own.

2. You Can Find Your Own Work/Life Balance

One benefit from owning your own business is the flexibility that comes with it, whether that be working from wherever you want, setting your own hours, wearing a nightgown or even sitting next to your pet while you work.



3. You Choose the People You Work With

When you own your own business, you are the boss and you won't have to work under anyone else. You also get to make the decisions about who to hire (and fire).

4. You Take on the Risk – And Reap the Rewards

There's no question that owning your own business is a risky proposition. But, with risk comes reward.

Some Disadvantages of Owning Your Own Business

1. You Stand the Risk of Failure

If you work as an employee at a business that fails, you might be out of a job, but you will not have invested your own money into the business. According to the U.S. Small Business Administration (SBA), "roughly 50% of small businesses fail within the first five years."

2. You are Liable for Your Business

The failure of a self-owned business can have serious implications for the personal finances of the owner and can potentially lead to bankruptcy. You can also be sued if something happens at your business.

3. Your Income Will Be Uncertain

When you own your own business, the money the business makes flows directly into your pockets. The amount of money you make can vary greatly when you own a business, which makes it difficult to create accurate financial plans.

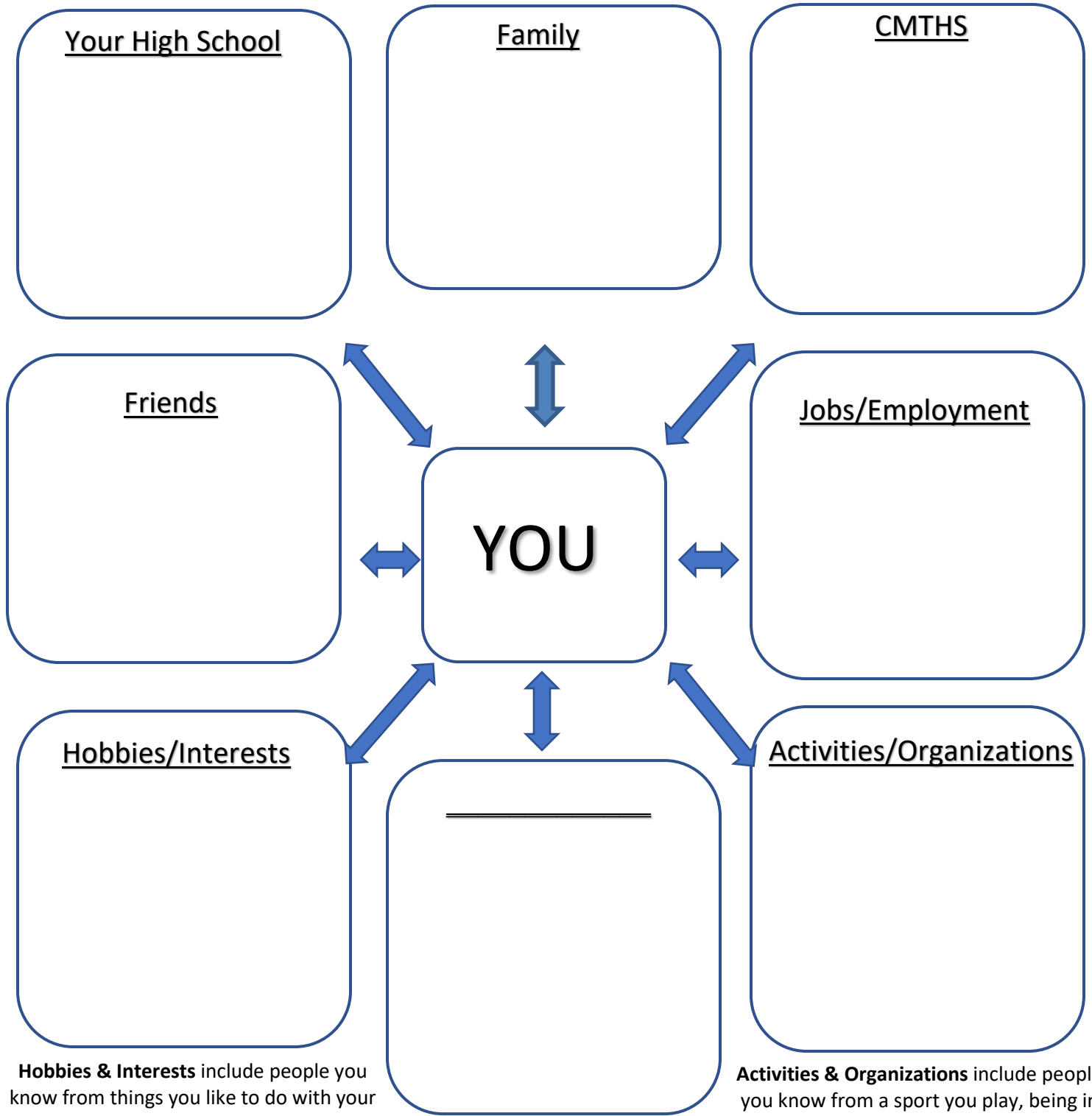
4. You Sacrifice Your Freedom and Free Time

You may work harder and work longer hours than you would at a typical job. When you own your own business, the success and failure of the business are a direct result of your effort. Many entrepreneurs work long hours and do not receive extra compensation such as overtime pay or bonuses. If employees call out sick on a weekend, you may have to go in to work for them.



Who is in YOUR Network?

Fill in the boxes with the names of people that you know in each category. Put a * next to the names of people who may be able to help you out with your career.



Hobbies & Interests include people you know from things you like to do with your spare time such as playing music, video games, working out, reading.

Activities & Organizations include people you know from a sport you play, being in band, your church, volunteering or organized activities such as clubs.

Questions:

1. About how many people are in your network? _____
2. Are you surprised by the number of people in your network? YES NO
3. Do you already have a mentor? YES NO
Who is it? _____
4. Who is one person (or another person) from your network that you could ask to be your mentor? _____
5. Why do you think they would be a good mentor for you?

Reflections: