



INSTITUTE FOR THE PROFESSIONAL
DEVELOPMENT OF ADULT EDUCATORS

Integrating Entrepreneurship Skills to Adult Education Programs

www.floridaipdae.org

This training event is supported with federal funds as appropriated to the Florida Department of Education, Division of Career and Adult Education for the provision of state leadership professional development activities.



Ronald Allan Cruz, M.Ed.

Coordinator

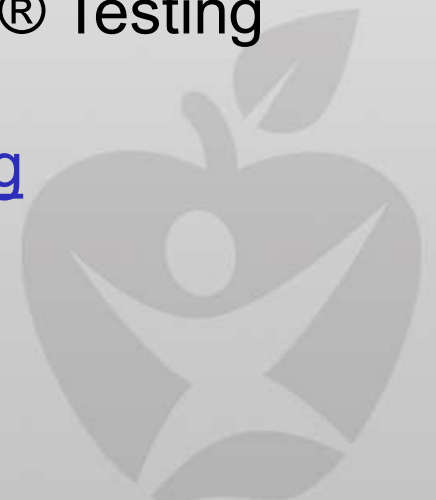
CARIBE Refugee Program

Hillsborough County Public Schools

IPDAE Statewide Trainer

National Trainer, GED® Testing
Service

rcruz@floridaipdae.org



- I. What is Entrepreneurship?
- II. Qualities of Entrepreneurs
- III. Entrepreneurship as a Mindset
- IV. Types of Entrepreneurship
- V. Big Ideas of Entrepreneurship
- VI. Conceptualizing a Business
- VII. Building a Business Model
- VIII. Steps in Starting a Small Business
- IX. Contextualized Content for ESOL, ABE or GED



INTEGRATING ENTREPRENEURSHIP SKILLS TO ADULT EDUCATION PROGRAMS



In-Meeting Chat

What three (3) words or phrases come to your mind when you hear the word entrepreneurship?

Which of your current or former students come to mind when you hear the word entrepreneur?

Share the story of one of your students who became a successful entrepreneur.

Entrepreneurship is the process of designing, launching and running a new business or the "capacity and willingness" to develop, organize and manage a business venture along with any of its risks to make a profit.



Entrepreneurship (2020). Business Dictionary.

Retrieved from: <http://www.businessdictionary.com/definition/entrepreneurship.html#ixzz3xv9ci0nt>

Qualities of Successful Entrepreneurs:

1. They take what they do seriously.
2. They make it all about the customer.
3. They make the big decisions carefully.
4. They harness technology.
5. They are constantly learning.
6. They aren't scared of the road less traveled.
7. They're not afraid of risks and willing to experience failure.
8. They adapt to the current needs of the customer and market.
9. They invest in themselves and know how to sell themselves
10. They network, network, and network some more.

Sujan Patel (2015). The 12 Characteristics of Successful Entrepreneurs. Entrepreneur.com
Retrieved from: <https://www.entrepreneur.com/article/250564>



Entrepreneurship is the creation
or extraction of value.

Alvarez, Sharon A.; Busenitz, Lowell W. (2001). "The entrepreneurship of resource-based theory". Journal of Management. 27 (6): 755–775. Retrieved from: <https://en.wikipedia.org/wiki/Entrepreneurship>

Entrepreneurship is a mindset, or a way of thinking.

Therefore, the definition can also apply for people working for someone else.

Entrepreneurs:

- Think and do things differently
- Adaptable, flexible employees who can think for themselves
- Knows the industry inside out, and able to exploit that knowledge to create new opportunities
- Share ideas freely, and celebrating so-called failures as learning and growing experiences
- Thinks outside of the box, and expects the unexpected

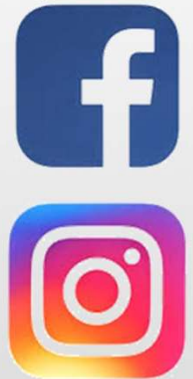
1. Small Business



2. Large Company



3. Scalable Startup




4. Social



One for One



**Entrepreneurial
Life**



Legal



**Marketing and
Sales**



Money



**Planning and
Strategy**



Talent and HR

Financial Literacy Strand

FLORIDA'S B.E.S.T. BENCHMARKS FOR EXCELLENT STUDENT THINKING STANDARDS



- MA.912.FL.1 Build mathematical foundations for financial literacy. (3 benchmarks)
- MA.912.FL.2 Develop an understanding of basic accounting and economic principles. (6 benchmarks)
- MA.912.FL.3 Describe the advantages and disadvantages of short-term and long-term purchases. (12 benchmarks)
- MA.912.FL.4 Describe the advantages and disadvantages of financial and investment plans, including insurances. (6 benchmarks)

A hand-drawn illustration of a glowing lightbulb in the center, surrounded by various business and creative concepts. To the left, there are diagrams for 'TEAM', 'WORK', 'PLAN', and 'BUSINESS Idea'. To the right, there are diagrams for 'search', 'TIME', 'CONCEPT', 'TEAM', 'IDEA', and 'BUSINESS'. The background is a textured, light gray.

Correct?

CUSTOMERS DON'T BUY
~~**PRODUCTS**~~

Step 1	Make a list of the groups of people you belong to, and the groups of people you used to belong to
Step 2	Make a list of the groups of people you are not a part of, but are excited to help
Step 3	Choose 3 segments you would be most excited to help solve a problem they are facing
Steps 4-6	<p>For each of the 3 segments, brainstorm the following:</p> <ul style="list-style-type: none"> • The biggest problem people who are a member of this segment experience • The hardest part about being a member of that segment

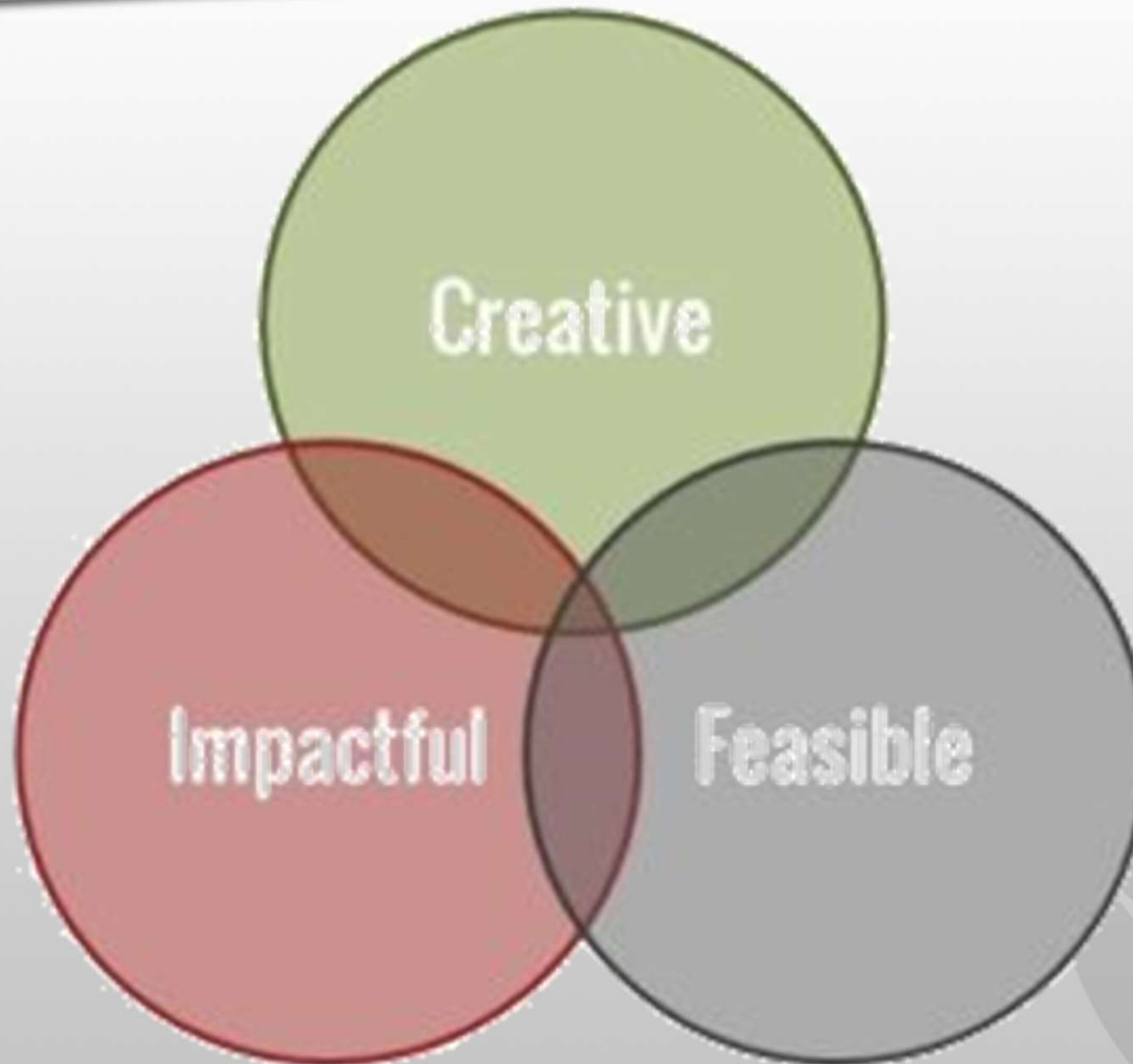
Step 7	<p>For each of the 3 segments chosen in Step 3, identify emotional situations that cause members of that segment pain or pleasure using the following prompts:</p> <ul style="list-style-type: none"> • What is this segment afraid of? • What frustrates this segment? • What overwhelms this segment? • What does this segment love?
Step 8	Identify 2 of the situations from Step 7 that you hypothesize are most emotionally intense for the members of that segment
Step 9	Identify 2 of the situations from Step 7 that you are most excited to resolve for the segment members

Step 10

Pick 3 of the situations from Steps 8 and 9 you want to explore going forward. Phrase each combination of customers and problems/emotional situations in the following sentence:

- “My ideal customers are **[customer segment]**. I want to help them **[value proposition]**.”





TechingEntrepreneurship.org (2020). Retrieved from: <https://www.teachingentrepreneurship.org/idea-problem-generation/>

TeachingEntrepreneurship.org

Improving Student

For: Entrepreneurship
Length: 60 minutes

Based on this blog post: <http://www.teachingentrepreneurship.org>

Prepared By: [Your Name] [Course & Grade]

Essential Question:

What is the best way to identify customers you are ideally suited to serve?

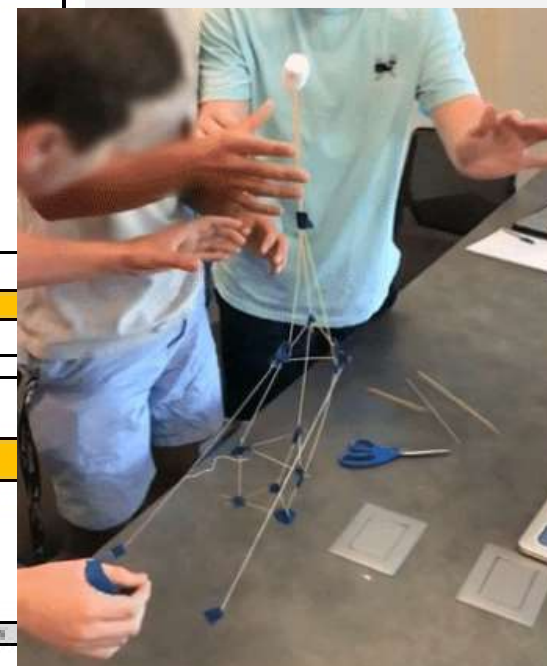
Before Class

Educator Guide		Time
Print the Worksheet	Print a copy of the Your Ideal Customers worksheet for each student	

More lesson plans at TeachingEntrepreneurship.org ©

YOUR IDEAL CUSTOMERS









1 What groups of people do you, or did you, belong to?	2 Who are you passionate about helping?	
3 Pick the 3 groups you're most excited to help.		
Potential Segment #1	Potential Segment #2	Potential Segment #3
4 Biggest Problem	5 Biggest Problem	6 Biggest Problem
Hardest Part of their Day	Hardest Part of their Day	Hardest Part of their Day



Students need to understand and carefully plan the different aspects that drive the success of a particular business.

- Key Partners
- Key Activities
- Key Resources
- Customer Segments
- Value Proposition
- Customer Relationship
- Channels
- Cost Structure
- Revenue Stream



BUSINESS MODEL SKETCH				
Team:	Designed by:	Date:	Iteration:	
Key Partners 	Key Activities 	Value Proposition 	Customer Relationship	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 	Revenue Stream 			

Use graphic organizers to help students plan their business and understand how the different components of their business interact.

BUSINESS MODEL CANVAS

Team **Airbnb**

Designed by

Date

Iteration

Key Partners

Insurance providers
Homeowners
Experience creators
Airlines
Photographers
Local and state governments

Key Activities

Software development
Homeowner support
Traveler support
Legislation

Key Resources

Developers
Support staff
Matching platform
Lobbyists

Value Proposition

Unique traveling experiences
Save money while traveling
Earn additional income

Customer Relationship

Automated on-boarding
Customized offerings
Personalized support

Channels

Incentivized referrals
Word of mouth
Social media
Ads

Customer Segments

Budget travelers
Travelers seeking unique experiences
Homeowners

Cost Structure

Platform development
Insurance
Legal fees
Lobbying fees
Ads

Revenue Streams

Booking fees

BUSINESS MODEL CANVAS

Team

Goodwill

Designed by

Date

Iteration

Key Partners

Local employment offices

Local government programs working with marginalized groups

Trucking/distribution providers

Waste disposal

Key Activities

Operating retail stores

Train employees

Donation collection

Merchandise distribution

Key Resources

Physical stores

Staff

Trucks

Brand

Value Proposition

Low price goods

Employment training and opportunities

A way to remove household clutter without throwing it away

Customer Relationship

Personal service in stores

Self-service drop off locations

In person training

Channels

Physical store fronts

Online searches

Phone book

Social media

Website

Customer Segments

Bargain shoppers

Marginalized workers

Household good donors

Cost Structure

Store leases

Building development/maintenance

Retail store infrastructure

Training program development & delivery

Staff salary

Trucks

Shipping costs

Revenue Streams

Donations

Retail sales

1. Determine the business structure
 - a. Corporation
 - b. Sole Proprietorship
 - c. Limited Liability Company
2. Register with the Department of State (DOS)
 - a. Business Name
 - b. Principal Place of Business (Address & Mailing Address)
 - c. Registered Agent's Name, Address & Signature
 - d. Corporate Purpose
 - e. Effective Date
 - f. Stock Shares
 - g. Payment

Reading

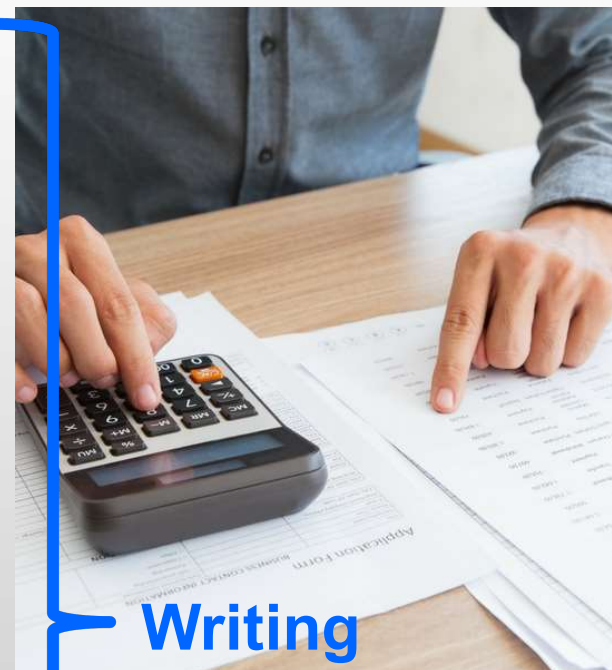


Writing

Math

Seacoast National Bank (2020). Retrieved from: <https://www.seacoastbank.com/resource-center/business-insights/10-steps-for-starting-a-business-in-florida>

3. Register the business name
4. Register for an Internal Revenue Service Employer Identification Number (EIN)
 - a. You filed as a corporation or partnership
 - b. Your business has employees
 - c. Your business is involved with a trust, estate, non-profit or farmers co-op
5. Register with the Florida Department of Revenue (DOR)
 - a. Sales & Use Tax
 - b. Corporate Income Tax



Math

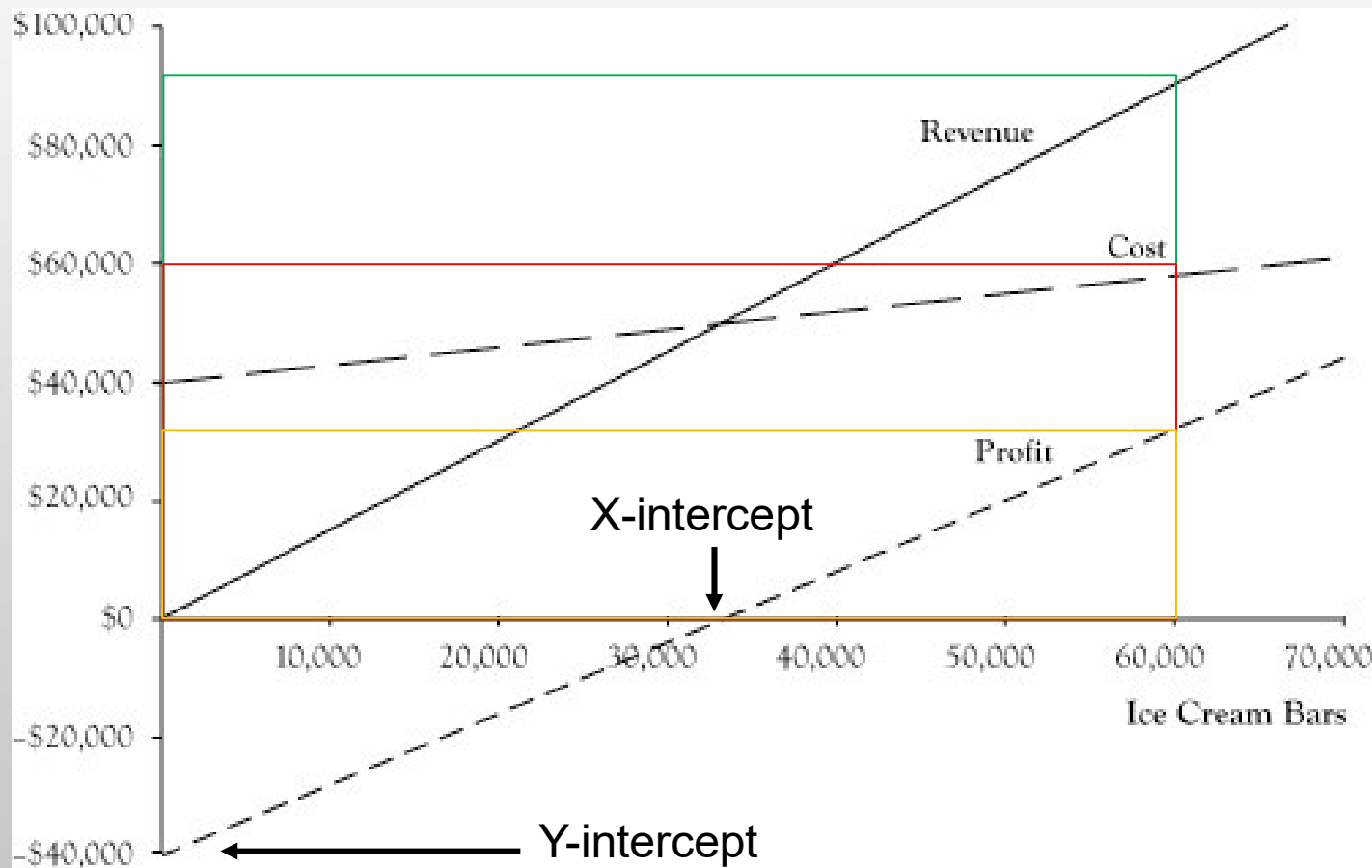
Seacoast National Bank (2020). Retrieved from: <https://www.seacoastbank.com/resource-center/business-insights/10-steps-for-starting-a-business-in-florida>

6. Fund the Business } **Math & Reading**
7. Register for the new hire program
8. Apply for a business license, permit or registration } **Writing**
9. Check local regulations and requirements } **Reading**
10. Open a business bank account } **Math**



Seacoast National Bank (2020). Retrieved from: <https://www.seacoastbank.com/resource-center/business-insights/10-steps-for-starting-a-business-in-florida>

Cost, Revenue and Profit Functions



https://saylordotorg.github.io/text_principles-of-managerial-economics/s02-03-revenue-cost-and-profit-functi.html

Reading a Business Loan Application



Business Loan Application

30 N. LaSalle Street, Suite 2320
Chicago, IL 60602

P: 312.416.6820
F: 312.416.6819

Banking Services Provided by
The Bancorp Bank
Equal Housing Lender

This checklist has been provided to assist you in gathering the necessary information for the initial evaluation of your business loan request. Complete information will be necessary to process your application. Forms are provided for items 1-12.

Please note that based on the review of your loan application, we will advise you if additional items are required for completion.

- ☐ 1. **SBA Loan Request Form and Loan Requested - Use of Proceeds.** To be completed by all applicants.
- ☐ 2. **History of Business.** To be completed by all applicants. Include location analysis, competitive analysis and future of the business.
- ☐ 3. **Management Resume.** Complete for all active principals and key managers (copy form as needed). Discuss your relevant experience, **OR** provide a copy of an existing resume.
- ☐ 4. **Personal Income and Expense Analysis.** Complete for each individual referred to on SBA Form 1919 and SBA Form 413, below. Must be signed by principal and spouse, if applicable.
- ☐ 5. **Business Debt Schedule.** Total of the "present balance" column must agree with note balances on the Interim Business Financial Statement (include for affiliate or selling businesses, as well). If not applicable, write "None."
- ☐ 16. **Photos of Property.** Include front, sides, rear and interior/exterior, from cell phone if available.
- ☐ 17. **Interim Profit & Loss, and Balance Sheet.** Current, within 60 days of application, for: (1) the business being acquired; (2) the existing/expanded business; and (3) all affiliates of applicant.
- ☐ 18. **Business Financial Statements and Tax Returns.*** Income statements, balance sheets and tax returns for three most recent year-ends, including all notes and attachments, for existing business and any affiliates.
*Tax Returns for the past three years on any business being acquired, signed and dated by the seller.
- ☐ 19. **Personal Tax Returns.** Copies of complete federal tax returns, K-1s (as applicable) and W-2s for the past three years for each individual referenced on SBA Form 1919, each with original signatures. Note: If the tax return for the most recent year-end is not available, then a copy of the signed extension that was filed will be required, along with

Writing a Business Loan Application

BACKGROUND AND HISTORY OF COMPANY/BUSINESS
(Including Business to Be Acquired)

DISCUSS COMPETITIVE ADVANTAGE OF YOUR BUSINESS

NATURE OF BUSINESS, TYPES OF PRODUCTS/SERVICES

FUTURE EXPANSION

Does your company currently have plans for future expansion?

CUSTOMER PROFILE

Number of locations?

Over what period of time?

How many new company locations are planned for this market?

LIST KEY CUSTOMERS

1. _____
2. _____
3. _____

HOW WILL THIS LOAN BENEFIT YOUR COMPANY?

LIST MAJOR COMPETITORS

1. _____
2. _____
3. _____

Mathematics of a Business Loan Application

Land/Building Acquisition		\$ _____
New Building Construction/Leasehold Improvements	\$ _____	
Construction Contingency - 10%	\$ _____	
Construction Soft Costs (Engineering Fees, Tap Fees, etc.)	\$ _____	
Construction Loan Fee/Points	\$ _____	
Total Construction Amount		\$ _____

Take-Out Construction		\$ _____
Business Acquisition: Stock Asset		\$ _____
Machinery/Equipment Purchase		\$ _____
Furniture/Fixtures Purchase		\$ _____
Inventory Purchase		\$ _____
Refinance Debt: SBA Non-SBA Unknown		\$ _____
Pay Trade/Notes Payables		\$ _____
Working Capital		\$ _____
Other: _____		\$ _____

Closing Costs:		
Franchise Fee	\$ _____	
SBA Guarantee Fee	\$ _____	
CDC/SBA Fee (504 loans)	\$ _____	
Commitment Fee (504 loans)	\$ _____	
Property Survey/Title/Appraisal/Environmental Report	\$ _____	
Legal Fees	\$ _____	
Packaging Fee	\$ _____	
Miscellaneous Closing Cost	\$ _____	
Total Closing Costs		\$ _____

TOTAL ESTIMATED PROJECT AMOUNT	\$ _____
---------------------------------------	----------

*LESS CASH/EQUITY TO BE INJECTED	\$ _____
----------------------------------	----------

**LESS SELLER CARRYBACK (IF APPLICABLE)	\$ _____
---	----------

TOTAL LOAN REQUESTED FOR PROJECT:	\$ _____
--	----------

Integrating Entrepreneurship Skills to Adult Education Programs

ACE Part Time Teachers Academy

Workbook
Institute for the Professional Development of Adult Educators
2020

Contents

- Notes & Handouts
- Activities
- Templates & Worksheets



floridaipdae.org

ONGOING SUPPORT

- Entrepreneurship and Innovation Part 1 – Dec. 2
- Entrepreneurship and Innovation Part 2 – Jan. 13
- IET Consultation Meetings – Winter 2021
- The Beginner's Guide to IET - TBA
- Tackling the Logistical & Data Aspects of IET - March 2021
- Informal Assessments in AGE - TBA





www.floridaipdae.org

**Thank you for your
participation!**

