

## NUS SCALE Youth Programme FUTURE SERIES

Summer On-Campus Camp  
for aspiring youth age 15 - 18



## NUS SCALE Youth Programme Entrepreneurship Camp

This 1-week summer camp, specially curated for pre-university and high school students in Grades 10 - 12, is designed to empower participants with the fundamentals of entrepreneurship. From cultivating an entrepreneurial mindset to generating innovative business ideas, the course covers the full cycle of business innovation-evaluating opportunities, generating ideas, crafting robust business models, and effectively communicating business concepts. Throughout the program, participants will collaborate in groups to create a business model for a potential new venture.

At the end of the course, the participants will be able to:

- **Understand the Fundamentals of Entrepreneurship:** Grasp the entrepreneurial mindset, the significance of entrepreneurship in economic innovation, and the personal attributes required for entrepreneurial success.
- **Generate and Identify Viable Business Ideas:** Utilize creative thinking and ideation techniques to generate innovative business ideas and identify opportunities that address market needs and personal passions.
- **Evaluate Entrepreneurial Opportunities:** Apply critical analysis and evaluation frameworks to assess the viability, market potential, and competitive advantage of entrepreneurial ideas.
- **Develop and Implement Business Models:** Formulate comprehensive business models that outline the steps for turning entrepreneurial ideas into viable ventures, including strategies for resource allocation, market-entry, and overcoming startup challenges.
- **Present Business Models:** Effectively communicate and present a well-developed business model for a new venture, demonstrating an ability to collaborate, receive feedback, and refine the business concept based on constructive critique.

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## Target Audience and Pre-Requisites

<b>Who should attend?</b>	Pre-University and high school students in Grade 10 - 12, with an interest in entrepreneurship.
<b>Programme Pre-requisites</b>	<p>Participants are expected to be able to read, write and communicate in English, as the programme will be conducted in English.</p> <p>There are no subject-matter-specific prerequisites to attend this programme.</p>

## Lesson Overview

	<b>Topics</b>
Session 1	Introduction to Entrepreneurship
Session 2	Entrepreneurship Idea Generation
Session 3	Entrepreneurship Idea Evaluation
Session 4	Entrepreneurship Idea Implementation
Session 5	Group Project Showcase and Evaluation: Create a Business Model for Potential New Venture