



What We Do

Next Generation Entrepreneurs (NGE) is an innovative program of the Pinellas Education Foundation that helps students develop 21st century skills while learning how to create and implement a business plan. They gain a full range of experience in entrepreneurship, taking an idea from a concept into a potentially viable endeavor in the marketplace and gaining invaluable insights along the way.

Working within a new, cutting-edge curriculum (*see story at right*), students watch interviews with established entrepreneurs and business professionals, immerse themselves in teamwork exercises and then present an idea for their own business or business-related project. The process involves conducting customer and market analysis, followed by creating a value proposition and proof of concept – with plans to pitch their product at a final showcase or competition.

The curriculum includes these components:

- Ideation and brainstorming
- Creating a customer profile and surveying customers re: product to get feedback and ensure the product has customer value
- Selecting the type of business (LLC, corporation, etc.)
- Trademarking and copywriting
- Registering a business
- Designing a website
- Promoting business on social media
- Marketing business
- Financial literacy

Our Impact by the Numbers

- 6** Different areas at Jacobson Tech High where projects are taking place (Building Construction, Commercial and Digital Art, Electricity, Game and Simulation Programming, Marine Mechanics, Nursing, and Veterinary Assisting)
- 55** Different projects created at the school
- 86** Students finished and are ready to present their projects
- 326** Students at Jacobson who are involved in a capstone project

Entrepreneurs in the Making

Next Generation Entrepreneurs has an exciting expanded focus – helping high school students develop a strong foundation in business, industry, career readiness, intrapreneurship and soft skills through a capstone project curriculum taught during the school day. **Jacobson Tech High School at Seminole** serves as a pilot location for the capstone curriculum, which teaches students to develop a project that will be relevant to industry.

Once the foundation is established with 9th and 10th graders, a full, in-school NGE curriculum will be implemented for students to create their own service-based or product-based businesses. Projects created in 2019-20 at Jacobson included the topics of vaping that won a PTA State Award, a timely initiative on CDB oil, and a team honorable mention in a game and simulation competition. Nursing students also worked on an impactful project about depression in nursing homes. “The capstone curriculum has impacted every student with skills transferable to their future, such as planning long-term projects and public speaking,” says **Jacobson principal Martha Giancola**. “The curriculum culminates their learning.”