

NC REAL and Youth Entrepreneurship

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NC REAL Enterprises, Inc.

- Part of a network of CFED/REAL member organizations nationwide
- Non-profit 501 (c) (3) organization
- Active since early 1985
- Presence in 92 of North Carolina's 100 counties

NC REAL Mission

- To develop entrepreneurial talent through action learning and to foster the creation of sustainable enterprises throughout North Carolina, with special emphasis on rural communities

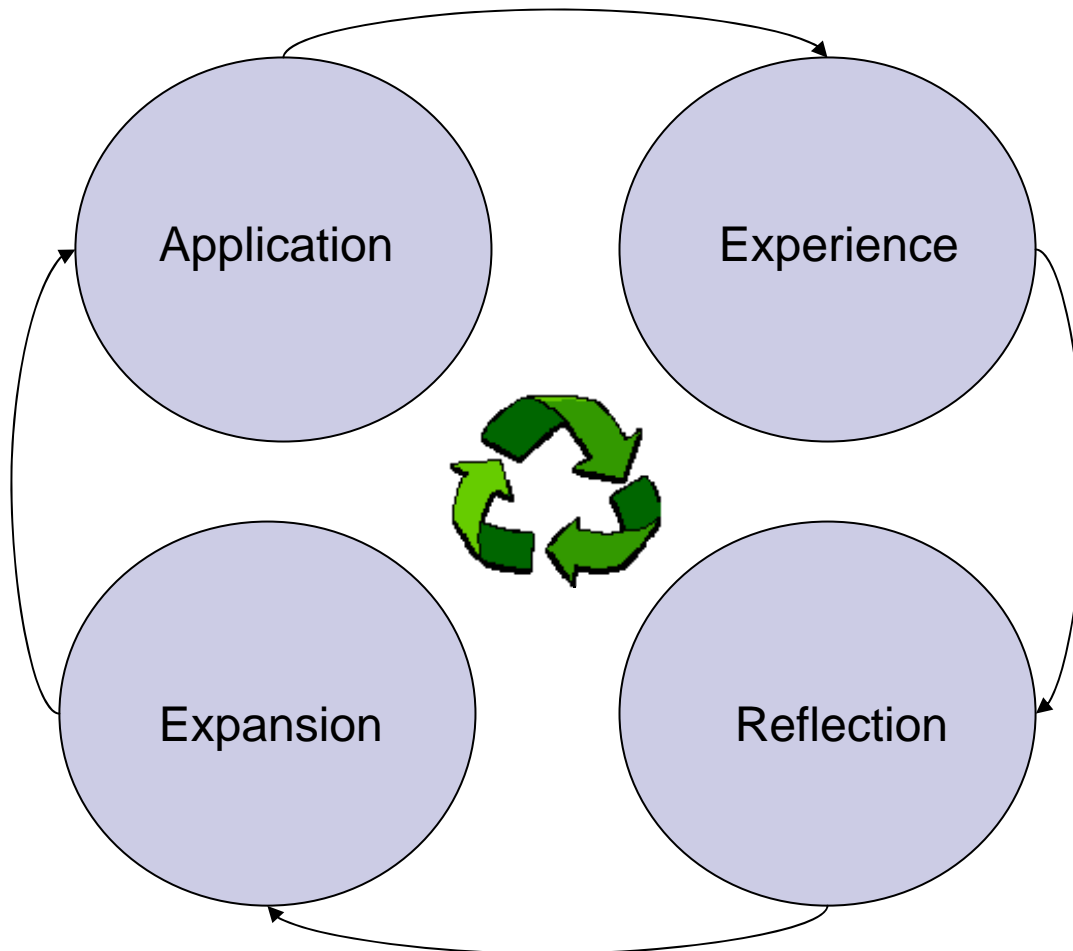
NC REAL Reaches Aspiring Entrepreneurs

- 40 high schools
- 58 post-secondary educational institutions
- 39 community-based and/or economic development organizations
- Small Business Centers
- Incubators
- Hispanic/Latino communities

Why NC REAL Enterprises?

- Entrepreneurship education pioneer
- Experiential Learning Cycle Approach

Experiential Learning Cycle



Entrepreneurship and Financial Education

- REAL curriculum includes activities that teach about personal financial management and business finances.
- Activities reinforce the connection between good personal financial management and achieving career goals (particularly entrepreneurship).

REAL Products

- School-Based Enterprise
- Building Entrepreneurial Skills
- K-8 REAL
- Summer Camp Training
- REAL Entrepreneurship
- Rapid Response Entrepreneurship Modules
- eREAL online
- Online Business Modules

SCHOOLS

- 235 Middle and Elementary School Students
- 681 High School Students



REAL Summer Camps

- 5-Day Activity filled camp
- Students work in teams to create businesses
- Excellent introduction to entrepreneurship



REAL Summer Camp



Student Teams:

- Create a business
- Develop a business plan with cash flow
- Create commercials
- Present to “Bankers”
- Receive Prizes

Camp Connects College to Community

- Carteret Community College offers Entrepreneurship Youth Camp to middle school students on the college campus
- Local businesses provide scholarships, speakers, prizes and judges
- Students develop business ideas specifically for Carteret County.

K-8 REAL

Introduces:

- Civics
- Financial Literacy
- Entrepreneurial Skills

K-8 REAL



- Large number of activities
- Can be used in classroom or after school setting
- Students create min-community of bankers, business owners, and legal system

K-8 REAL Used in Math Class

- Emily Thompson, a Burke County teacher, uses individual REAL activities to give real world examples to her math class.
- They learn about budgeting, lending, and cash flow while reinforcing mathematical concepts.

Financial Education and Entrepreneurship for Indian Youth

- Joint development between NC IEDI (Indian Economic Development Initiative) and NC REAL.
- Designed specifically to meet the needs of Indian youth.
- Will be offered throughout the state.

NC REAL Facilitator Trainings

- NC REAL holds workshops and institutes to train adults in the REAL curricula
- Trainings range from 5 days for the full adult or K-8 training to 2 days for the Camp training
- Participants become REAL certified facilitators after the full week training.

NC REAL Contact Information

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