

## Nationwide Campaign

# “Entrepreneurship Education in Every Elementary School”

The “**Entrepreneurship Education in Every Elementary School**” campaign is organized by the founders of KidEntrepreneurship.com, Christopher John Trujillo and Michael McElroy.

*What is the goal of this nationwide campaign?*

Our goal is to provide entrepreneurship education for every K-8 school in America. According to the National Center for Educational Statistics for 2017, there were approximately 89,000 elementary schools operating in the United States with approximately 33 million students. These numbers include private and public schools. Our mission is grand but attainable with the support of parents, teachers, schools, community and national organizations, and otherwise interested individuals and groups. We are confident of the positive impact the campaign will have on our children and our country’s work readiness and financial success.

*Why should young students learn entrepreneurship?*

The future of work is moving towards independent positions. Forbes Magazine says that by 2027, 50% of jobs will be freelanced.<sup>1</sup> Unfortunately, K-8 schools are usually not preparing students with the skills needed for this new economy. Entrepreneurship skills include identifying opportunities, marketing, and overall financial literacy. Schools must understand the urgency of teaching entrepreneurship so that all students are fully prepared for the future workforce.

An increasing number of universities offer a major in entrepreneurship. Many high schools offer business courses and clubs. Yet, K-8 schools usually offer nothing in this field. Some believe children are too young to learn entrepreneurship; some used to believe children could not be taught to code. KidEntrepreneurship.com has created an engaging program that starts young students down the path of learning the principles of entrepreneurship.

*How can every school afford the program?*

We are offering our entrepreneurship program to K-8 schools for 1 year at \$100. The purchase includes access to our platform for every student and teacher in the enrolled school.

*How do I purchase the program?*

Individuals or schools can purchase the program at KidEntrepreneurship.com.

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<sup>1</sup> Pofeldt, Elaine. “Are We Ready For A Workforce That Is 50% Freelance?” *Forbes*, Forbes Magazine, 31 Oct. 2017, [www.forbes.com/sites/elainepofeldt/2017/10/17/are-we-ready-for-a-workforce-that-is-50-freelance](http://www.forbes.com/sites/elainepofeldt/2017/10/17/are-we-ready-for-a-workforce-that-is-50-freelance).

**Go to [KidEntrepreneurship.com](http://KidEntrepreneurship.com) to give the program to your school.**

**KidEntrepreneurship.com™**