

The Innovative Leader Credential validates the attainment of skills in both entrepreneurship and leadership. The credential exam addresses the essential skills required by entrepreneurs to achieve and sustain success. Credential recipients will possess entrepreneurial skills for innovative leader success.

The credential assessment requires seven hours for completion with instruction prior to the assessment delivered in approximately 65 hours of instruction and assessment time. The Innovative Leader Credential will ensure entrepreneur skill development, knowledge for problem-solving, business financial management, creativity, innovation, and confidence as students work through failures to find success.

Performance-based assessments are used to assess knowledge, skills, and abilities.

- Assessments test more than the ability for students to perform key concepts, it requires students to apply and pivot just like entrepreneurs would.
- Assessments provided in the formats of projects, quizzes, and application.

Educators must complete the BizInnovator Startup Professional Development program to be eligible to offer Innovative Leader Credential to students.

Modules	Collaboration	Resiliency	Critical thinking	Reflection	Problem-solving	Communication	Creative thinking	Innovation	Risk management	Opportunity recognition	Financial management	Resourcefulness	Adaptability	Self-motivation/drive	Decision-making	Delegation
STUDENTS DEVELOP LEADERSHIP SKILLS TO SUCCEED IN COLLEGE & CAREER																
Entrepreneurship Fundamentals	✓	✓	✓	✓	✓	✓										
Innovation Development					✓	✓	✓	✓	✓							
Customer Discovery				✓		✓	✓			✓		✓			✓	
Value Proposition		✓			✓	✓	✓	✓					✓	✓		
Financial Analysis					✓	✓			✓	✓	✓	✓			✓	
Business Launch	✓	✓	✓		✓	✓			✓				✓	✓	✓	✓

<u>Module</u>	<u>Content Knowledge & Competencies</u>
Entrepreneurship Fundamentals	<ul style="list-style-type: none"> • Design thinking • Lean Startup method • Business Model Canvas • Entrepreneurship roles • Entrepreneur characteristics and skills • Startups vs small businesses
Innovation Development	<ul style="list-style-type: none"> • Idea versus opportunity • Creativity and innovation in new product design • Design Thinking to develop an innovative product • Value proposition • Business protections - intellectual property and design
Customer Discovery	<ul style="list-style-type: none"> • Marketing research • Target marketing • Customer discovery and feedback loop • Minimum viable product • Adjusting the marketing mix to meet customer's needs • Branding significance • Distribution channels and selling methods • Customer relationships: obtain, maintain, and expand
Value Proposition	<ul style="list-style-type: none"> • Lean Startup Methodology • Prototyping • Pivoting
Financial Analysis	<ul style="list-style-type: none"> • Revenue streams • Startup costs, ongoing costs and budgeting • Pricing strategies to maximize profits • Funding sources • Bootstrapping resources
Business Launch	<ul style="list-style-type: none"> • Business analysis tools • Business ownership • Business protections • Organizational tools • Infrastructure in the Business Model Canvas