Overview of the Statewide Micro-Enterprise Credential
(Updated: June 16 2017)

Step One: The Regional Core Micro-Enterprise Credential
The Regional Core Micro-Enterprise Credential (formerly the "basic" Micro-Enterprise Credential) helps students develop the financial literacy, workplace behaviors and communication skills necessary to be effective small business employees and... one day... successful small business owners and entrepreneurs.

All Louisiana high school students can complete the Regional Core Micro-Enterprise Credential components and attain this Jump Start credential.

Students who enjoyed earning this entry-level Micro-Enterprise Credential - and who have the determination to learn more - now have the opportunity in high school to complete advanced exercises that will create the foundation for their future entrepreneurial success.

Step Two: The Statewide Micro-Enterprise Credential
The Statewide Micro-Enterprise Credential provides students with hands-on opportunities to expand the skills that will make them effective small business employees and young entrepreneurs, culminating in an international entrepreneurship and small business (ESB) credential.

University-bound students will find that the Statewide Micro-Enterprise Credential prepares them for future college-level studies in a variety of fields (Business Administration, Finance... even Psychology / Organizational Behavior.)

Working through a series of real-world exercises, students will:

1) develop and "pitch" business concepts to teachers, small business owners and entrepreneurs;
2) complete exercises that help entrepreneurs and small business owners lead their ventures;
3) learn how to "network," since creating a network of helpful professionals is a critical entrepreneurial skill;
4) develop business and marketing plans;
5) create business plan presentations and make these presentations to actual industry experts; and
6) pass the ESB certification exam that provides students with an internationally-recognized industry credential.

Many of these hands-on exercises are based on instructional resources developed by Camelback Ventures (http://www.camelbackventures.org/about/). Camelback Ventures provides coaching, capital and connections to young entrepreneurs, creating a more diverse innovation ecosystem that leverages the genius of all people.

Students attaining the Statewide Micro-Enterprise Credential will learn about the determination, self-confidence and sense of mission that drive successful entrepreneurs.

Each of these real-world exercises should also be fun, reflecting the sense of adventure and accomplishment that entrepreneurs experience as they develop and launch their innovative new ventures.
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Step Three: College Studies in Entrepreneurship
Louisiana colleges across the state - like Delgado Community College, Bossier Parish Community College, East Baton Rouge Community College, McNeese State University and LSU - offer courses and programs in Entrepreneurship.

This means that all students who complete the Statewide Micro-Enterprise Credential - those pursuing a TOPS University diploma as well as those pursuing a Jump Start diploma - can continue their entrepreneurship and small business leadership studies after they graduate high school.

What Should the Statewide Micro-Enterprise Credential Achieve
Students completing the Statewide Micro-Enterprise Credential should experience the following:

• **SELF-CONFIDENCE** - students who earn the Statewide Micro-Enterprise Credential will have skills that make them highly-valued small business employees, capable of finding mentors who will help them develop into the amazingly successful entrepreneurs that drive Louisiana's future prosperity;

• **EXCITEMENT** - hands-on exercises will call upon every student's creativity and enthusiasm. Working individually and in teams, students attaining the Statewide Micro-Enterprise Credential will find that they enjoy this course as much or more than any high school work they ever complete; and

• **SENSE OF MISSION** - students will find that Micro-Enterprise assignments captivate them just like entrepreneurs are mesmerized by the opportunities they pursue. Students who are driven to complete their Micro-Enterprise assignments will find they have the same sense of mission that drives entrepreneurs to business, financial and social success.

*No time like the present to get started!* Review the Statewide Micro-Enterprise Student Portfolio Checklist and get started on your first hands-on projects. *Good luck!*

If you need assistance or have a question about any of the Micro-Enterprise Credential resources, please email:

JumpStart@la.gov

Subject Line: *Micro-Enterprise Credential Help Request*

You can also send corrections or suggested improvements to any Micro-Enterprise Credential materials to JumpStart@la.gov