



# TeachingEntrepreneurship.org & YEI's Educator Guide to AI

## Overview

Prompts and tools to help entrepreneurship educators make the most of AI in the classroom.

## Sample Prompts

Use the prompts below in [ChatGPT](#) to help you design a course.

To create a...	Use a prompt like...	For example...
<b>Course Outline</b>	Create a course outline for a <b>[insert course name]</b> course that is <b>[# of weeks/days long]</b> that is taught <b>[describe course format, meeting frequency, and length]</b> to <b>[describe students]</b>	Create a course outline for a <b>social entrepreneurship</b> course that is <b>14 weeks long</b> and is taught <b>twice per week for 75 minutes each class session</b> to <b>3rd and 4th-year undergraduate students</b>
<b>Lesson Plan</b>	Create a lesson plan that covers the subject <b>[insert specific topic]</b> that includes <b>[elements you want to include or learning objectives]</b> to be taught to <b>[describe students]</b> . Include learning objectives and assessment criteria.	Create a lesson plan that covers <b>venture capital for startups</b> that includes an <b>engaging activity</b> to be taught to <b>first-year undergraduate students</b> . Include learning objectives and assessment criteria.
<b>Reflective Assignment</b>	Create an assignment that allows students to reflect on <b>[insert class or experience]</b> . Provide assignment criteria and instructions.	Create an assignment that allows students to reflect on the <b>learning in an introduction to entrepreneurship course</b> . Provide assignment criteria and instructions.

<b>Interactive Game</b>	Design an interactive game to teach <b>[insert principle or skill]</b> to <b>[describe students]</b> in a <b>[course name]</b> course. The game should include some level of competition and a winner. Include all materials required and provide step-by-step instructions on how to facilitate the game.	Design an interactive game to teach <b>revenue models</b> to <b>first-year undergraduate students</b> in a <b>social entrepreneurship course</b> . The game should include some level of competition and a winner. Include all materials required and provide step-by-step instructions on how to facilitate the game.
<b>AI Usage Policy</b>	Create a course policy for the use of artificial intelligence in <b>[insert course]</b> for <b>[describe students]</b> . <b>[Insert your criteria for the policy/how you want it to be used.]</b>	Create a course policy for the use of artificial intelligence in <b>an introduction to entrepreneurship class</b> for <b>undergraduate students</b> . <b>Students are encouraged to use AI to supplement their work but need to demonstrate their own contributions.</b>
<b>Rubric</b>	Create a rubric for <b>[type of assignment]</b> for <b>[describe students]</b> . The assignment is <b>[describe assignment]</b> . The rubric should <b>[how you want students to be assessed]</b> .	Create a rubric for an <b>assignment</b> for <b>undergraduate business students</b> . The assignment is to <b>complete and test a Business Model Canvas</b> . The rubric should include a <b>division of points that adds up to 100</b> .
<b>Quiz</b>	Create a <b>[style of quiz]</b> with <b>[#]</b> questions about <b>[topic]</b> for <b>[describe students]</b> . Provide the correct answers.	Create a <b>multiple-choice</b> quiz with <b>10</b> questions about <b>the business model canvas</b> for an <b>undergraduate course</b> . Provide the correct answers.

# YEI Pitch Challenge



Details here: <https://www.youngentrepreneurinstitute.org/k-12-programs/pitch-challenge-overview/>

## AI Prompts for Pitch Challenge

To help students...	Give them a prompt like...	For example...
<b>Find a Problem to Solve</b>	My name is <b>[name]</b> . I'm in <b>[grade]</b> grade and I like to <b>[hobbies]</b> . Ask me questions to help me figure out the biggest problems I can solve to start a business. Ask me just one question at a time.	My name is <b>Tatum</b> . I'm in <b>9th</b> grade and I like to <b>play softball, and soccer, and drink boba tea</b> . Ask me questions to help me figure out the biggest problems I can solve to start a business. Ask me just one question at a time.

<p><b>Creating a Pitch Deck</b></p>	<p>You are an expert in creating elevator business pitches. I'm in <b>[grade]</b> grade and starting my first company.</p> <p>Help me create a pitch for a <b>[describe product or service]</b> that solves the problem of <b>[problem]</b> for <b>[customer segment]</b>.</p> <p>The pitch should be <b>[length]</b>.</p> <p>Please write the pitch for me including the text and a description of what I should have on each slide, including any images I should add to the slides.</p>	<p>You are an expert in creating elevator business pitches. I'm in <b>9th</b> grade and starting my first company.</p> <p>Help me create a pitch for a <b>big sister service</b> that solves the problem of <b>feeling like you don't have someone to talk to</b> for <b>young girls without an older sister</b>.</p> <p>The pitch should be <b>3 minutes long</b>.</p> <p>Please write the pitch for me including the text and a description of what I should have on each slide, including any images I should add to the slides.</p>
<p><b>Create a Marketing Strategy</b></p>	<p>You are a marketing expert and I'm an entrepreneur in the <b>[grade]</b> grade.</p> <p>Develop a marketing strategy for my <b>[product or service]</b> business that solves the problem of <b>[problem]</b> for <b>[customer segment]</b> that requires no money.</p>	<p>You are a marketing expert and I'm an entrepreneur in the 9th grade.</p> <p>Develop a marketing strategy for my <b>big sister service</b> business that solves the problem of <b>feeling like you don't have someone to talk to</b> for <b>young girls without an older sister</b> that requires no money.</p>
<p><b>Determining a Profitable Price Point</b></p> <p>Note: finance is a complex topic and depending on the student's familiarity with the topic, it may be difficult for the AI to accurately provide assistance here.</p>	<p>You are an expert in business finance. I'm in <b>[grade]</b> grade and starting my first company.</p> <p>Help me figure out how much I'll need to charge in order for me to make my <b>[describe product or service]</b> business that solves the problem of <b>[problem]</b> for <b>[customer segment]</b> profitable.</p> <p>Ask me any questions that you think I can answer at my grade level, and be sure to incorporate my wages/salary into the profitability calculation. Just ask me one question at a time.</p>	<p>You are an expert in business finance. I'm in <b>9th</b> grade and starting my first company.</p> <p>Help me figure out how much I'll need to charge in order for me to make my <b>big sister service</b> business that solves the problem of <b>feeling like you don't have someone to talk to</b> for <b>young girls without an older sister</b> profitable.</p> <p>Ask me any questions that you think I can answer at my grade level, and be sure to incorporate my wages/salary into the profitability calculation. Just ask me one question at a time.</p>

# How AI Works - Birds & Bees Lesson Plan

A lesson plan for you and your students <https://www.teachingentrepreneurship.org/generating-ai-answers/>

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## Helpful AI Tools for Entrepreneurship Educators

Name	Use it to...	Notes
<a href="#">ChatGPT</a>	General-purpose generative AI.	Fast, intelligent. Constantly improving. Frequently hallucinates.
<a href="#">Dall-E 2</a>	Generates images based on prompts.	Can generate 15 images per month for free.
<a href="#">Bing Chat (uses ChatGPT)</a>	Like ChatGPT, but provides links citing online sources. Can also produce images using Dall-E	Requires use of Microsoft Edge Browser.
<a href="#">Elicit</a>	Find research papers	
<a href="#">Vizology</a>	Generates ideas, provides market analysis, names business, competitor analysis, BMC builder, and MORE	Requires a credit card to try. Doesn't handle nebulous markets well. Limited businesses to compare.
<a href="#">Looka</a>	Create an entire brand (including ads, merchandise, and social avatars) in 5 minutes.	Free to play with, charges to download.
<a href="#">Perplexity</a>	ChatGPT, but with legitimate sources	Don't just blindly trust the citations, but it's a great jumping-off point.
<a href="#">Pace</a>	Create personas, identify risks, create product strategy	Difficult to decide where to start; some tools are more effective than others.

# Lessons for Using AI in Idea Generation

Topic	Lesson	Sample Prompts to Add to Lesson
<p><b>Customer Storming</b></p>	<p><a href="#">Your Ideal Customers</a></p>	<p>To help students brainstorm customers they can serve:</p> <p><i>As a student majoring in <b>[insert major]</b> and minoring in <b>[insert minor]</b> who enjoys <b>[insert topic 1]</b>, <b>[insert topic 2]</b>, and <b>[insert topic 3]</b> who wants to start a company, who are some groups of people that I could uniquely serve as my customers? Don't include any product ideas, just list 10 groups of potential customers.</i></p> <p>To help students brainstorm the emotional needs of their customers: <i>What would make <b>[customers]</b> feel <b>[emotion]</b>?</i></p>
<p><b>Solution Ideation</b></p>	<p>Ask students to brainstorm solutions to their customers' problems using prompts like:</p> <ul style="list-style-type: none"> <li>• How would you solve the problem if you had to develop a no-cost solution?</li> <li>• How would you solve the problem if you had all the money in the world?</li> <li>• How would you solve the problem if you had to break a law of physics?</li> <li>• How would you solve the problem if you had to break a legal law?</li> </ul>	<p>After students brainstorm answers to each prompt themselves, they can ask an AI the same questions and see if any inspiring ideas come up.</p>

	<ul style="list-style-type: none"> <li>How would you solve the problem if you had access to the smartest people in the world to help you build it?</li> </ul>	
<b>MVP Development</b>	<a href="#">60-Minute MVP</a>	Instead of using Wix, have students use <a href="http://www.Mixo.io">www.Mixo.io</a>

## Entrepreneurship Curriculum with AI

[ExEC](#) is a comprehensive, structured curriculum that uses AI to engage students.



## Experiential Entrepreneurship Curriculum

- 1 30+ engaging exercises
- 2 Flexibility (pick modules, online/in-person, etc.)
- 3 LMS integration (Canvas, D2L, Blackboard, Moodle)
- 4 Attendance tracking
- 5 Virtual TA (AI assessment)
- 6 Less \$ than textbook

**ExEC Pricing Information:**

\$99/student for lifetime access

All students in a class need a license

Instructor version not sold separately (included at no charge when more than 10 students are in a class)