



Utah Entrepreneurship Standards Crosswalk

Business Builder AI Academy - Curriculum Alignment

Prepared for Utah charter schools, private schools, teachers, administrators, and families.

Executive summary

The Business Builder AI Academy is a practical, project-based entrepreneurship curriculum organized into five four-week modules. Students move from problem identification and idea selection through customer discovery, business planning, branding, website planning, pricing, marketing, launch readiness, and a final pitch. The current Utah Entrepreneurship course is intended for grades 10-12, carries 0.5 credit, and includes seven strands. The Academy strongly supports many of those performance expectations, but several state topics should be added or made more explicit before ABM Solutions claims full standards coverage.

Alignment status: Strong practical alignment exists across entrepreneur characteristics, idea generation, customer needs, value proposition, marketing, startup costs, pricing, business planning, and pitching. Partial gaps remain in economic terminology, formal financial statements, ownership structures, government regulations, licensing, and mission/vision statements.

Program structure used for the crosswalk

Module	Title	Primary evidence
1	Business Idea & Entrepreneur Mindset	Entrepreneur traits, problem hunt, strengths inventory, responsible AI agreement, safety screen, idea decision matrix.
2	Customer, Offer & Business Plan	Target customer, interviews, persona, problem statement, offer, value proposition, competitors, student business plan.
3	Brand, Name, Domain & Website	Business name, domain research, brand guide, logo brief, website map and copy, online safety.
4	Pricing, Payments, Marketing & Sales	Startup budget, costs, pricing, payment plan, marketing plan, ethical sales checklist, sales script.
5	Launch Plan, Pitch Deck & Demo Day	Launch checklist, final business binder, 7-10 slide pitch, presentation, feedback, responsible next steps.

Standards crosswalk

USBE strand	Status	Academy location	Current evidence	Recommended addition
1. Characteristics of an Entrepreneur	Strong	Module 1	Mindset profile; traits; risks/rewards; growth mindset; problem hunt; business safety checklist.	Add a formal SMART goal and an explicit advantages/disadvantages reflection to mirror the performance skill.
2. Lean Canvas / Business Plan	Strong	Modules 1-2	Problem, solution, customer, value proposition, competitors, business plan, interviews, offer definition.	Label Lean Canvas elements explicitly, including competitive advantage and key metrics.
3. Economic Impact	Partial	Modules 2 and 4	Customer need, cost, price, market alternatives and basic profit thinking.	Add scarcity, supply, demand, opportunity cost, profit motive, imports/exports, and a required cost/break-even/markup analysis.
4. Marketing for Entrepreneurs	Strong	Modules 2-4	Target customer, product/service offer, pricing, website/place, promotion, marketing channels, sales script.	Explicitly teach the 4Ps and distribution/omnichannel vocabulary.
5. Financial Concepts & Tools	Moderate to Strong	Module 4	Startup budget, cost-per-offer, pricing worksheet, payment plan, simple profit practice.	Add fixed/variable costs, revenue-cost-profit formula, break-even, funding options, forecasting, and one simple financial statement.
6. Management Principles	Partial	Modules 1, 2 and 5	Goal setting, planning, launch checklist, presentation and reflection.	Add mission and vision statement deliverables and a short management/operations plan.
7. Business Ownership and Regulation	Limited / Partial	Modules 2, 4 and 5	Business type, safety review, parent/school approval, responsible launch planning.	Add ownership structures, licenses, EIN/name registration/sales tax examples, copyright, trademark, and local regulatory research.

Recommended school-facing representation

Use the following statement until the recommended additions are completed and reviewed:

Recommended language: The Business Builder AI Academy is designed to support Utah entrepreneurship, career-readiness, digital literacy, communication, financial decision-making, and responsible AI priorities. Adopting schools determine final standards alignment, course coding, educator qualifications, and credit applicability.

Recommended enhancement pack before formal credit adoption

- Entrepreneurship vocabulary and SMART goal mini-lesson.
- Lean Canvas one-page mapping worksheet.
- Economics and break-even mini-unit.
- Simple income statement and revenue/cost forecast.
- Mission, vision, and operations worksheet.

- Business ownership, licensing, tax, copyright, and trademark overview.
- Final standards-based assessment and scoring rubric.

Sources and document basis

- **USBE Entrepreneurship Strands and Standards:** https://schools.utah.gov/cte/_cte/strands/Entrepreneurship.pdf
- **USBE Business course information:** <https://schools.utah.gov/cte/business/courses.php>
- **ABM Solutions course page:** <https://abmsolutionsllc.com/ai-powered-entrepreneurship-courses>

Important: This document is an implementation resource, not legal advice, an accreditation, or a statement that USBE has approved the Academy. The adopting school or LEA retains authority over curriculum approval, course coding, credit, teacher qualifications, accessibility, privacy review, and permitted AI tools.