



AP Business with Personal Finance + Project ECHO

A natural capstone pathway from the required Business Canvas Project to an authentic student business competition

www.projectecho.org

College Board connection: The required Business Canvas Project is integrated across Units 1-4, and recommended pacing includes time for students to finalize the project and, if locally desired, tailor it for submission to student business competitions.

AP BUSINESS REQUIREMENT / SKILL	HOW PROJECT ECHO EXTENDS THE LEARNING
Business Canvas Project Students develop an entrepreneurial idea addressing a customer problem, need, or want.	Competition-ready venture Students turn their AP project into a polished business plan and pitch for an external audience.
Entrepreneurship Identify a market opportunity; develop, test, and improve a product idea; explain desirability, viability, and feasibility.	Real-world application ECHO asks students to articulate the opportunity, customer need, solution, competitive position, and feasibility of the venture.
Customer + market research Students perform founder-like tasks including customer research, product development, and marketing.	Evidence behind the plan Students use research and customer insights to support assumptions and defend decisions before judges.
Finance + accounting Students prepare financial documents and analyze business financial information.	Financial story Students incorporate startup needs, revenue assumptions, costs, projections, and financial reasoning into the plan and presentation.
Communication Create authentic business communications for a specific audience and purpose, including business canvases and pitches.	Authentic audience Students present to business professionals and practice concise, persuasive entrepreneurial communication.
Decision Making Evaluate opportunities/problems, compare courses of action, and support recommendations with reasoning and evidence.	Defend the strategy Judges' questions require students to explain choices, tradeoffs, assumptions, and next steps.
Collaboration Develop team objectives, roles, responsibilities, and follow-through.	Team accountability Student teams coordinate the written plan, pitch, research, financials, and presentation.
Exam-Day Validation The Business Canvas Project validation FRQ is 15% of the AP Exam and asks students to pitch their idea and explain project decisions.	High-value practice Preparing for ECHO gives students repeated practice articulating their idea, evidence, decisions, and business viability.

A simple way to position Project ECHO

Project ECHO does not replace the AP Business Canvas Project. It gives teachers a ready-made, authentic capstone experience that extends the required project into a business plan competition with external judges, feedback, and real-world presentation practice.

Sources: College Board, AP Business with Personal Finance Course and Exam Description (effective Fall 2026); AP Business with Personal Finance Course Audit; AP Business with Personal Finance Exam; AP Business with Personal Finance Credential.