

Redefining Entrepreneurship Education in America

The Academy is replacing business simulation
with real company launches and job creation.



The Young Entrepreneurs Academy (YEA!) is an exciting after school
program that transforms local middle and high school students
into real entrepreneurial success stories.

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REDEFINING ENTREPRENEURSHIP EDUCATION IN AMERICA

· AN OVERVIEW OF THE POWERFUL YOUNG ENTREPRENEURS ACADEMY CURRICULUM ·

America is unique among nations; a country built upon the spirit of entrepreneurship and opportunity. We believe it is now more important than ever to teach our young people the power of their ideas. By learning about the exciting possibilities associated with entrepreneurship and actually launching a real small business, young people from diverse communities all across the country will be empowered to take charge of their futures in a bold, new way.

The Young Entrepreneurs Academy (YEA!) is a groundbreaking yearlong program that literally transforms local middle and high school students into real, entrepreneurial success stories through an exciting, proven projects-based approach. With both a credit bearing in-school elective as well as an afterschool enrichment format, the powerful YEA! curriculum is helping students all across the country learn how to make a job, and not just take a job.

Founded in 2004 at the University of Rochester with support from the Kauffman Foundation, today the Young Entrepreneurs Academy is serving hundreds of students every year all over America as a national partner of the United States Chamber of Commerce.

By introducing the effective and life changing YEA! curriculum to school systems from coast to coast, our country's young people will not only have what it takes to launch an enterprise, create jobs, and secure their futures; they also will be armed with new cross-functional skills and a newfound confidence that will empower them to become strong, principled community leaders.

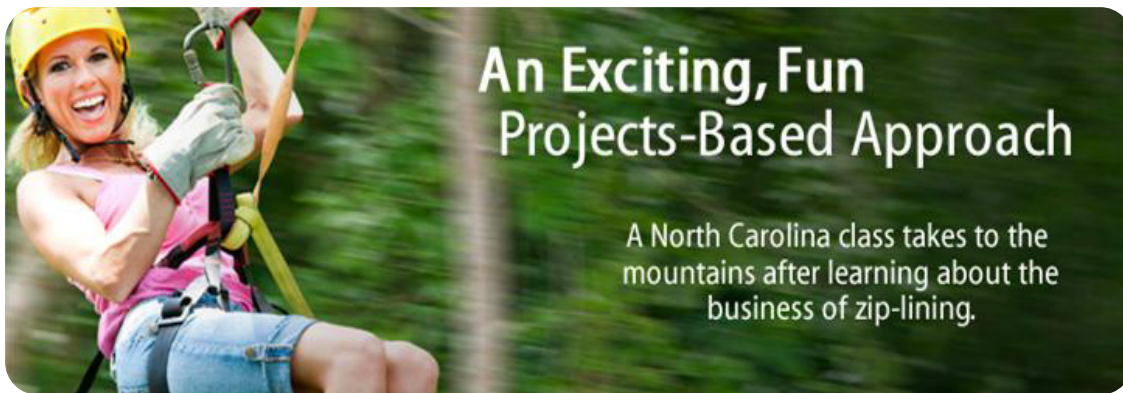


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THE UNIQUE YEA! APPROACH: A POWERFUL CURRICULUM

The curriculum of the Young Entrepreneurs Academy was developed by entrepreneurs, educators, and business professionals and is easily understood when broken down into three major components; (1) idea generation and opportunity recognition, (2) business plan development, and (3) the launch of the new enterprises. This in-depth curriculum provides instructors with course objectives, discussion ideas, activities, and materials required for each class. Throughout the eight-month program, students learn in a proven projects-based approach that incorporates all YEA! materials as well as exciting guest speaker and field trip components. The YEA! program is far from a business simulation model; throughout the year, the students actually identify, create, and launch real, fully registered businesses through the turnkey YEA! process eight years in the making.



The comprehensive and complete package of materials provided by the Young Entrepreneurs Academy include all Student Workbooks, Instructor & Program Manager Training Guides, Lesson Plans, PowerPoint Slides, Student Homework, Business Plan Templates, Student Recruitment Guides, and much more.

However the YEA! program also comes complete with in-depth training of the local YEA! Instructor/Teacher and Program Manager. This training includes an initial 3-hour introductory training session covering the first 20 contact hours, as well as weekly 30-minute site-support calls to ensure consistency and continued success with every component of the YEA! program. Through the training, teachers are taught how to deliver effective entrepreneurship education through asking questions instead of having all the answers.

The Young Entrepreneurs Academy consists of two different models that both incorporate the critical components that make this program a life-changing experience for students, including an in-school elective and an after-school enrichment program. The in-school credit bearing elective may run along a public school's master schedule in a 40-minute or 80-minute full academic year class period. The afterschool enrichment model consists of a weekly 3-hour class that runs over a 30-week, eight month period. Both models have proven to yield consistent, successful results as the YEA! curriculum meets and generally exceeds all state educational standards for business education curriculum.

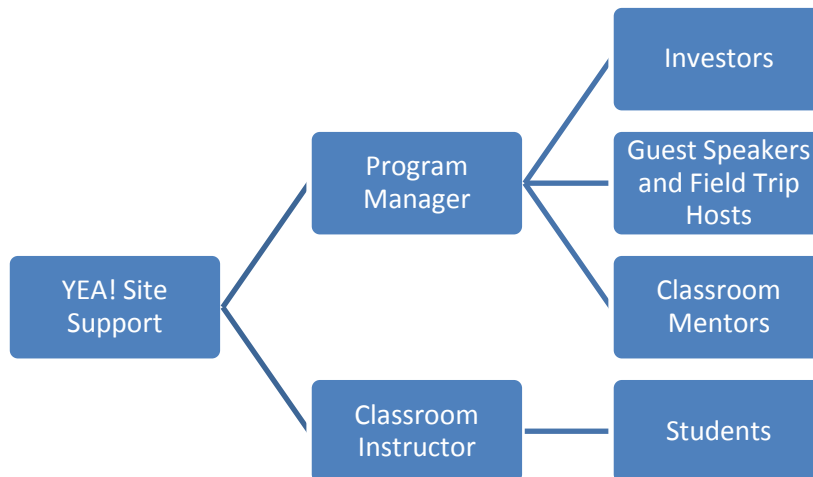
THE UNIQUE YEA! DESIGN: A POWERFUL CURRICULUM

The format of the Young Entrepreneurs Academy is one of its best assets and ensures a consistent, effective, unique experience for students in every class across the country.

YEA! attributes several key factors to the success of its programming:

- *Intensive, highly detailed and proven curriculum coupled with hands-on experiences and exposure to exciting real-world applications of the course concepts*
- *Extensive training and ongoing support for the respective site coordinators*
- *Targeted recruitment of the student population*
- *Targeted recruitment of energetic, successful business volunteers, presenters, and mentors who are aptly matched to the student demographic and programmatic goals*
- *School/community awareness through consistent, and positive public relations campaigns*
- *Highly integrated approach to delivery with collaborative partnerships with organizations*

The organizational design consists of a site-based Program Manager, site-based Instructor(s), and numerous community representatives (as mentors, guest speakers, field trip hosts and investors). A YEA! Site Support Specialist from our headquarters in Rochester, NY supports each local YEA! site. An organizational chart is shown below.



Once a YEA! chapter is established in a community, its continued sustainability is ensured through the revenue model contained in a nominal student tuition, in the after school model, and in the curriculum itself. Each year, an investor panel (of local entrepreneurs) makes individual investments (donations) that seed the YEA! student businesses and provide the operating support for the local YEA! chapter. Merging the revenue development with the curriculum ensures longstanding viability of the program and an enduring connection between the students, program administrators and the local business community.

A BIG IMPACT: CROSS-FUNCTIONAL SKILLS THAT CARRY ON

The widespread Young Entrepreneurs Academy curriculum does not focus exclusively on business practices such as accounting or calculating profit and returns, and instead builds leaders with values by providing students with a number of cross-functional skills. In fact, school districts have found that the YEA! curriculum is aiding students' development across the boards in all core classes as well as STEM areas. Students demonstrate an increased level of financial literacy, higher writing proficiency, heightened public speaking abilities, enhanced academic maturity, and a newfound confidence as a result of the YEA! program.



The magic behind the YEA! curriculum is its ability to enable students to discover the power of themselves and their ideas at a very young age. This is why many YEA! student businesses continue on for years after graduation from the Academy, and why 20% of YEA! graduates start a second business or organization soon after.

“The YEA! educational experience brings together all of the skills people need for a successful life – it’s not a narrowly vocational training program,” says State University of New York at Geneseo President Christopher C. Dahl.

THE BEST WAY TO FURTHER ENTREPRENEURSHIP EDUCATION IN AMERICA

Born on a top college campus eight years ago with a mission to create the most life-changing, effective and dynamic program to empower young people, today our mission remains unchanged. If there has ever been a time when we needed to enhance entrepreneurship education in public schools across America, it is now.

It’s time to teach every young American how to make a job, not just take a job.