

FOSTERING THE SPIRIT OF ENTERPRISE IN EDUCATION

*A Strategic Partnership to Enhance Entrepreneurship & Business Education in
America*

(YEA! NORTHSORE)

Young Entrepreneurs Academy YEA! was started by the Ewing Marion Kauffman Foundation in 2004 through Rochester University in New York. Through a partnership between Shelby LaSalle Consultants, the Northshore Community Foundation, and Southeastern Louisiana University the program will begin in St. Tammany this fall. This program supports ambitious, creative, talented and motivated students who are excited to learn how to transform a passion and an idea into a REAL business over the course of an academic year.

The year-long YEA! curriculum is broken up into three segments; “The Big Idea” where students generate their business concept and ideas, “The Business Plan & Pitch” where they complete professional business plans and pitch them for real funding, and “The Launch” where students perfect their services, create their products, and get their first customers at the Trade Show Event.

Below is a description of each of the segments:

The Big Idea! Instructor

During these classes, the students will be brainstorming and identify different skills, talents, interests and passions that they possess and how those intersect with a great business opportunity for them. The students in this first segment of the class will come up with great business ideas that they will perfect and ultimately launch by the end of the program. In this session, the students will learn how to think outside of the box, how to write a rough draft of a business plan, and how to begin transforming their passions and interests into real companies!

“The Business Plan & Pitch” Instructor

During these classes, the students will be putting together their business plans based on their business ideas created in the previous weeks and preparing to pitch their plans for funding at the exciting Investor Panel Event! This segment teaches students the process of writing a complete business plan, how to meet deadlines and benchmarks, and how to polish and prepare their plans to pitch to

a panel of investors for the hopes of getting funded. The Web and Graphic Designers will meet with students to work on draft website designs and marketing items for new businesses. The **BIG Investor Panel** Event takes place during this session. This is like ‘shark tank’ where the investors listen to business presentations and decide how they want to invest in each new business. At this time the investor panel selects on business to attend the regional YEA competition.

“The Launch!” Instructor

During these classes, the students will be putting their business plans to action as they manufacture products, order equipment, perfect their services, and prepare to get their first real customers at the **Trade Show** Event! Websites will be launched and marketing materials will be in hand. Students will open bank accounts, legally register their business name and actually complete the launch of their business. During this session of the business regional finalist qualifies, they will attend the YEA! Finals of the National College Scholarship Competition and compete for college scholarship prizes.

Class Profile

Students in the YEA! the class is local high-achieving middle and high school students in grades 6-12 who are excited to learn how to create a business. The YEA Northshore program is looking to secure 25 students who will create and launch no more than 12 student businesses.

Business Participation Includes:

- *Business Mentors*-assist students with writing business plans
- *Guest Speakers*-Attorney, CPA, Insurance, Banking, Taxes, etc.
- *Web Designers*-assist with creating business website
- *Graphic Designers*-assist with creating marketing tools
- *Business Plan Reviews*-review and provide feedback on business plans
- *CEO Roundtable* event participants-provide business life experiences
- *Investment Panel Members*-students present business & panel decides amount of start-up funding for each business
- *Field trips*

Classes are held on Monday’s from 5-8pm at Koop Drive on Southeastern Louisiana University’s St. Tammany Campus beginning Monday, October 3rd.

For more information on this program please contact Carla Mouton, YEA!
Northshore Program Director at cmouton@northshorefoundation.org or call
(985) 893-8757.