

We believe today's students have a remarkable aptitude for conceptualizing entrepreneurial ideas. Whether it is the newest version of the Baby-sitters Club in their neighborhood, or the Environmental Action campaign



at their school, young people have the imagination, courage, and intelligence to develop and launch their own, unique entrepreneurial ideas.

YEA! develops these skills in students through the Young Entrepreneurs Academy (YEA!), an

academic program that educates students in a course of project-based, hands-on entrepreneurial education.

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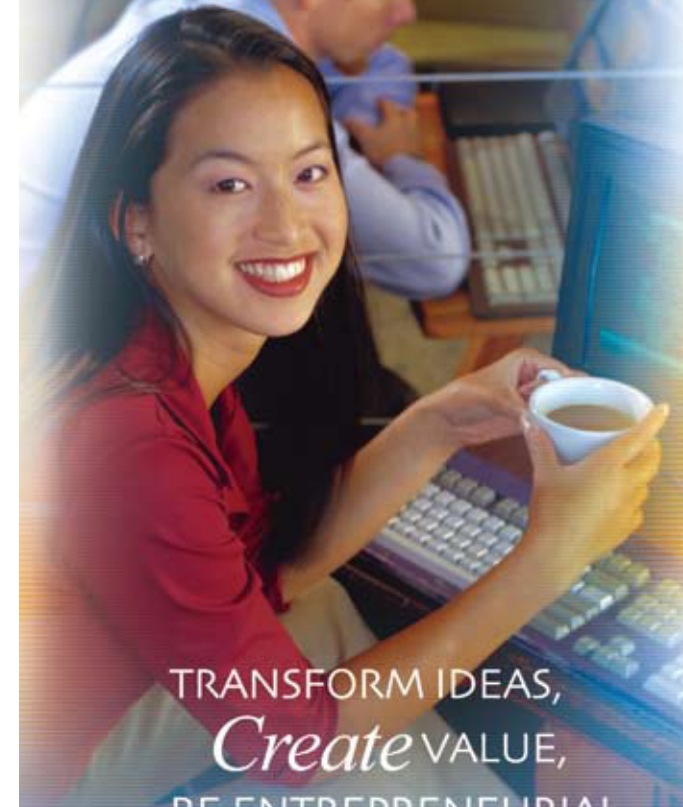


YOUNG
ENTREPRENEURS
Academy

WITH SUPPORT FROM

Ewing Marion

KAUFFMAN
Foundation



TRANSFORM IDEAS,
Create VALUE,
BE ENTREPRENEURIAL

The Young Entrepreneurs Academy (YEA!)

focuses on a broad definition of entrepreneurship – the transformation of an idea into an enterprise that creates value. Started at the University of Rochester in 2004, YEA! now teaches high school students entrepreneurial skills at multiple locations.

YEA! teaches students to become entrepreneurs by offering them the opportunity to write a business plan, pitch to potential investors, obtain funding, and launch their company or social movement.

Throughout the course, students receive instruction on various matters relating to the process of operating a business or social movement. Students in the course see real-world adaptations of entrepreneurial ideas through discussions with guest lecturers and field trips.

As groups, students brainstorm ideas for business creation or social change they'd like to initiate, then develop a business plan for one of these ideas. Included in the plans are all the components of a successful business, which they will then manage throughout the course, including financing, marketing, and selling the product or idea.



Students present these business plans to YEA! Investors, who help finance the student teams' business or social entrepreneurship plans based on the appeal and merit of the plan and presentation. These financial investments support the students as they launch their companies or social movements, and provide a basis and reporting system by which students gauge their success.

Young Entrepreneurs showcase their goods and services at an on-campus YEA! Trade Show. Open to families, friends, investors mentors, community and business leaders, this Trade Show allows students to enlarge their customer base, as well as report on their successes, failures, challenges, and opportunities.

At YEA!, all of the learning is real and experiential, and focused on teaching students how to start and run their own businesses or social movement.

The Kauffman Foundation and YEA!

The Young Entrepreneurs Academy was developed with the support of the Kauffman Campuses Initiatives Grant from the Ewing Marion Kauffman Foundation, which works with partners to advance entrepreneurship in America and improve the education of children and youth.



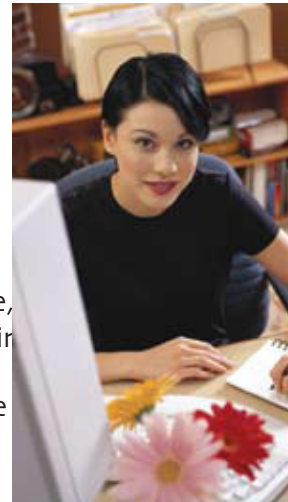
YEA! Student Benefits

While participating in YEA! students become self-confident, creative, collaborative thinkers and leaders who can powerfully articulate ideas. Entrepreneurship training continually proves to be extremely effective in improving student performance in the classroom and in the community.

Entrepreneurial education reflects the power of what reformers describe as authentic learning, where learning is anchored around real-world activities.

Who Should Apply?

The Young Entrepreneurs Academy is for students in grades 9-12 who have demonstrated creativity, academic effort, determination, enthusiasm, the ability to communicate, and a commitment to their community. Students who apply should be responsible individuals who pursue goals with tenacity. Prior experience in business is not required.



When Does YEA! Meet?

The class will meet during the academic year, with occasional, supplemental field trips and lectures at different times. Class will not meet during school breaks and holiday recess.



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