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JUSTICE
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Implementing a Youth Entrepreneurship Academy

Presented by:
Kathy Jamieson, MSU Extension Educator
Thomas Long, MSU Extension Educator
Why?

Interest  Need  Demand  Economy
Components

- Who is Target?
- Where is Target?

- Objectives
- Beginner
- Advanced
- Theme

- Facilities
- Funds
- Promotion
- Marketing
- Expertise
- Mentoring

- Experiential
- Entrepreneurs
- Showcase
- Market Place
Youth—who is your target market?

- College students
- Primary or Secondary School
- Alternative Education
- Career/Tech Education
- Specific Groups (4-H, DECA, FFA, Boy/Girl Scouts, Foster Youth, )
- Beginner or Advanced
- Theme based (STEM, AG)
Where is your Target? (Program Delivery Models)

- In School
- After School Groups & Clubs
- Day Camps
- Residential
- Summer Week Camps
Components

Youth
- Who is Target?
- Where is Target?

Content
- Objectives
- Beginner
- Advanced
- Theme

Partners
- Facilities
- Funds
- Promotion
- Marketing
- Expertise
- Mentoring

Real
- Experiential
- Entrepreneurs
- Showcase
- Market Place
Content

- Entrepreneur Traits/Assessments
- Idea Generation
- Business Plan Development
- Business Models
- Target Markets
- Marketing Plan
- Distribution and Sales
- Customer Service
- Pricing and Budgeting
- Social Entrepreneurship
Content Resources

http://4h.msue.msu.edu/programs/youth_entrepreneurship/resources
Components

- Who is Target?
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- Experiential
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Youth
Content
Partners
Real
Partners

Youth

- Business & Entrepreneurs
- Schools Higher Education
- Community Organizations
- Government Agencies
Partners

Michigan State University Extension

SBA.gov
The U.S. Small Business Administration

MNM
Microenterprise Network of Michigan

SBDC Michigan
America's SBDC

ALA
American Library Association

ACEA
American Chamber of Commerce

EDA
U.S. Economic Development Administration

DECA

CEDAM
Community Economic Development Association of Michigan

SCORE
For the Life of Your Business

FBLA•FSA
Components

- Who is Target?
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- Advanced
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- Mentoring

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- Showcase
- Market Place
Make it Real: Experiential

- Experiential Learning: We learn by doing.
- Do—the activity.
- Reflect—take time to share thoughts and feelings, and time to review.
- Apply—opportunity to reuse what is learned in the real world.
Make it Real: Bring in Experts

Business Expo - Residential Camp

Entrepreneurship Academy – Day Camp
Make it Real: Business Pitch
Make it Real: Create a Marketplace

4-H Club

Youth Farm Stand Camp

Business Expo
Components

- Who is Target?
- Where is Target?

- Facilities
- Funds
- Promotion
- Marketing
- Expertise
- Mentoring

- Objectives
- Beginner
- Advanced
- Theme

- Experiential
- Entrepreneurs
- Showcase
- Market Place
Bringing the pieces together

You need:
- Champion(s), Leader(s), Coordinator(s)
- Time
- Energy
- Funding
Questions

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