

Summer Intensive Program

THE NEXT GREAT 50: YOUTH EDITION 2024 COHORT 3

COURSE OVERVIEW

Introducing youth ages 13-19 to the basics of business. We are encouraging our entrepreneurial youth to participate in learning key principals of mental empowerment, investing in self, financial literacy, outlining the structure of a business, how to register a business, branding, and marketing a business.

In Person Sessions

- i. 7 Week Intensive Course
- ii. June 10th - July 23rd
- iii. We will meet three days a week; Monday, Tuesday, Thursday from 6pm-8pm.
- iv. We are requiring a 90% attendance rate to graduate from course.
- v. Parents will need to commit to the transportation requirement.

Registering for the Course

- i. Registration will be available on enrichedculture.org & peace4poverty.org
- ii. Upon review of the applications a follow up phone screen will be held prior to acceptance into the program.
- iii. Parental consent forms will be shared on the first day of the program. Parents required to attend 1st day of class on June 10th.

Expectation for Participants:

- i. Program participants will be encouraged and empowered to achieve whatever goals they set for themselves.
- ii. They will understand the power of investing into themselves and making good on their commitments.
- iii. Our youth will walk away from this course with an understanding of what it takes to successfully launch a business; concept, registration, and branding.
- iv. They will leave this course with lifelong connection and resources to achieve greatness.

NG 50 YOUTH CLASS SCHEDULE

JUNE

10TH, 11TH, & 14TH

17TH, 18TH, NO CLASS 20TH

24TH, 25TH, 27TH

TBD FIELD TRIP TO JA BIZ TOWN

JULY

1ST, 2ND, NO CLASS 4TH

8TH, 9TH, 11TH

15TH, 16TH, 18TH

22ND, 23RD LAST DAY OF CLASS

AUGUST 11TH GRADUATION!!

Course Curriculum

- i. WK 1: Mental Empowerment
 - a) Personality assessments & understanding capabilities. Encouragement to set achievable goals.
 - b) Writing about me.
 - c) Healthy coping mechanisms and outlets of self-expression.
 - d) Investing in Self.

- ii. WK 2-3: Financial Education
 - a) Financial literacy presentation (Founder Federal Credit Union)
 - b) Credit Unions vs Banks
 - c) Understanding investments, credit, and keeping your promises.
 - d) Introduction to credit building options
 - e) Prepare for BizTown Capstone Event (Junior Achievements)

- iii. WK 4-5: Let's Talk Business
 - a) Real world examples of what a business is.
 - b) Business Planning: determine what business, goals, services/function the students want to achieve.
 - c) Understanding what it will take to bring that business to life; cost.
 - d) LLC

- iv. WK 6-7: Time to Brand & Market
 - a) Color Psychology & Logo Design (Scott Clark Scale Program Presentation)
 - b) Graphics
 - c) Website
 - d) Social Media
 - e) Practice the Pitch
 - f) Presentation of the businesses the students have created.

