

Summer Intensive Program

THE NEXT GREAT 50: YOUTH EDITION 2025 COHORT 4

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 9th - July 24th
- 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 at the info session on May 22nd 6PM-7:30PM. Program participants and their parents are required to attend.

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

9TH, 10TH, & 12TH

16TH, 17TH, NO CLASS 19TH

23RD, 24TH, & 26TH

FIELD TRIP TO JA FINANCE PARK TBD

JULY

30TH, 1ST, NO CLASS 3RD

7TH, 8TH, & 10TH

14TH, 15TH, 17TH

21ST, 22ND, & 24TH LAST DAY OF CLASS

AUGUST 10TH 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.