

Summer Intensive Program

THE NEXT GREAT 50: YOUTH EDITION 2026 COHORT 5

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. 8 Week Intensive Course
- ii. June 8th - July 30th
- 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 21nd 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

8TH, 9TH, & 11TH

15TH, 16TH, NO CLASS 18TH

22ND, 23RD, & 25TH

29TH, & 30TH

(TD BANK WORKSHOP TBD)

JULY

NO CLASS 2ND

(FIELD TRIP TO SCOTT CLARK TBD)

6TH, 7TH, & 9TH

13TH, 14TH, & 16TH

20TH, 21ST, & 23RD

27TH, 28TH, & 30TH LAST DAY OF CLASS

AUGUST 23RD 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 6-8: 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.