

4-WEEK SUMMER ENTREPRENEURIAL INTERNSHIP PROJECT



2021 Business Partner
Brown Youth Initiative

STUDENT-BASED ENTERPRISE **SBE**

**Student Entrepreneur
Intern**

**PROJECT SUMMARY
HANDBOOK**

(901) 634-8122

WWW.JIMVISIONS.COM

Student-Based Enterprise (SBE)
(4 Weeks – 4 Modules)
Student Entrepreneur
Project Summary Handbook

TOPIC 1: INTRODUCTION

If you are interested in business ownership and management as a career, this project is for you.

TEAM CONCEPT: S-BET

A Student Based Enterprise Team (S-BET) is 4 interns who collaborate to create 4 youth enterprises.

FOUR WEEK PROJECT SUMMARY

A student-based enterprise (SBE) is a for-profit corporation created, formed, owned and managed by high school and college students, hired as student entrepreneur interns for the 4-week period below.

Week #	Dates (2021)	Work Days	Work Times	Work Hours/Day	Total
1	June 21 – June 25	Monday – Friday	9 – 4 (1 Hr Lunch)	6 Hour Zoom	30
2	June 28 – July 2	Monday – Friday	9 – 4 (1 Hr Lunch)	6 Hour Zoom	30
3	July 5 – July 9	Monday – Friday	9 – 4 (1 Hr Lunch)	6 Hour Zoom	30
4	July 12 – July 16	Monday – Friday	9 – 4 (1 Hr Lunch)	6 Hour Zoom	30

Each day, work hours are divided into work sessions. There are 6 to 10 work sessions each day. Session attendance is required for work time credit. This requires you to be present on video to begin each session. Session time ends with, and includes a break. Each intern will be paid by the hour at a rate and on such dates as agreed between the intern and BYI.

PROJECT PURPOSE

This project creates 4 student-based enterprises. A student-based enterprise is a business with capital resources that is owned, led, and managed by student interns. It markets and sells, for a profit, products and services that meet human needs in the highly competitive global marketplace.

REGISTRATION DEADLINE (3 STEPS)

SATURDAY, MAY 22, 2021 – 5 P.M.

Step 1: Review this Handbook: Then, decide to register.

Step 2: Advance Registration: Advance registration is required, using form at website.

Step 3: Zoom Registration Personal Interview: Upon submittal of registration form the intern will be directed to a website page to schedule a zoom registration interview.



Topic 2: DAILY 6-HOUR ZOOM MEETINGS

For Covid 19 safety, all work will be performed in zoom meetings. On the Saturdays prior to each of 4 work weeks, you will receive via email 5 meeting invitations (1 for each day of the upcoming week).

Task Sessions: Each zoom meeting is broken down into short task sessions. These sessions specify tasks that you and the remaining interns are invited to perform.

Action Items: Each task session contains action items that specify what you are being invited to do, using your talents and abilities.

Break Periods: After each session there is a 5 – 15 minute break. During each break you must leave the meeting to complete score cards.



Topic 3: SKILLS TOOL KIT

During each task session, you and the remaining interns will work as session co-hosts. These are your opportunities to practice specific skills from the two skill lists below to accomplish the task assigned. You will be evaluated based on a skills rubric. You will also evaluate other interns using these rubrics.

ENTREPRENEURIAL SKILLS	
<p>CREATING</p> <p>Your ability to be bold and imaginative, to produce something from idea to reality.</p>	<p>PROTOTYPING</p> <p>Your ability to create models that explain and describe your idea, and receive feedback that enables you to improve your model.</p>
<p>COLLABORATING</p> <p>Your ability to seek out and apply the opinions and ideas of others.</p>	<p>PITCHING</p> <p>Your ability to create and deliver a presentation of your idea the produces interest in investing in your new enterprise.</p>

<p style="text-align: center;">IDEA GENERATION</p> <p>Your ability to generate and share ideas that you believe may be the origin of something of value.</p>	<p style="text-align: center;">SPEAKING</p> <p>Your ability to speak to groups about your idea in a well-organized, effective way to produce a desired result</p>
<p style="text-align: center;">OPPORTUNITY RECOGNITION</p> <p>Your ability to recognize situations, needs, circumstances, trends, issues and problems that you can convert into products and services.</p>	<p style="text-align: center;">BUSINESS MODELING</p> <p>The ability to create graphically models that identify and describe the core components of your business and show how they work together.</p>
<p style="text-align: center;">SOLUTION DESIGN</p> <p>Your ability to create specific features, processes, and components of a product or service that create a satisfactory level of effectiveness.</p>	<p style="text-align: center;">MARKET RESEARCH</p> <p>The ability to collect, store and analyze information about the persons or organizations with a need your product or service will resolve</p>
<p>21ST CENTURY CAREER SKILLS</p>	
<p>ADAPTABILITY</p>	<p>The ability to promptly change actions, plans, opinions and strategies when presented with new facts, circumstances, conditions</p>
<p>COMMUNICATIONS</p>	<p>The ability to create and share thoughts, information and ideas in writing, speech, presentation or documents.</p>
<p>TEAMWORK</p>	<p>The ability to work effectively as a member of a team to achieve a common goal or purpose</p>
<p>CRITICAL THINKING</p>	<p>The ability to analyze and evaluate options and alternative courses of action to solve problems and realize goals</p>
<p>INFORMATION LITERACY</p>	<p>The ability to create and share information using the Internet, and to create, share, edit and sign documents and manage files online</p>
<p>MEDIA LITERACY</p>	<p>The ability to identify different types of media, and understand the messages and information being sent. Media types include text messages, social media, videos, websites, photos and email</p>
<p>TECHNOLOGY LITERACY</p>	<p>The ability to conduct video conferences, review and sign website forms, to review webpages, to use word processing software, and presentation software, publish webpages, and create domains.</p>
<p>LEADERSHIP</p>	<p>The ability to set goals, relate to others, connect with others, accept the ideas of others, respect the opinions of others, and persuade others. .</p>



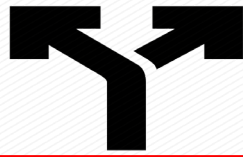
TOPIC 4: ENTREPRENEURIAL MINDSET

<p>CURIOSITY</p> <p>You believe that being eager to learn more about the way things are, and to ask why or how to improve them makes you a better person.</p>	<p>Self-Esteem</p> <p>You are confident that God has given you the heart, the mind, and the will to realize your goals.</p>	<p>Resourcefulness</p> <p>You believe that God has provided everything you need to overcome every barrier and obstacle.</p>
<p>Growth</p> <p>You believe that you will become better, stronger and wiser as you travel daily through life, that you will continue to progress toward the best person you can be.</p>	<p>Problem Solving</p> <p>You believe that you have the talent and ability to contribute to solutions to problems that you see around you, in your community and in our world.</p>	<p>Optimism</p> <p>You have faith and hope in your ability to innovate, to develop something new, different and unique that has value for those you seek to serve.</p>
<p>Failure</p> <p>You believe that failure is a learning experience, and makes you a stronger and wiser person. It is just another step in the pathway to your success.</p>	<p>Persistence</p> <p>You believe that, to realize your goals, you must keep stepping through disappointment, frustration, and misfortune. Never give up.</p>	<p>Courage</p> <p>You believe that by stepping out of your comfort zone you open doors of possibilities that take you higher and higher.</p>
<p>Insight</p> <p>You believe that understanding the needs, feelings and desires of those you seek to serve enables you to add value to their lives.</p>	<p>Vision</p> <p>You believe you have the ability to see success with your mind, and to paint a mental picture of all that you want your business to become and to achieve.</p>	<p>Goals</p> <p>You believe that you must be clear, determined and specific about what you want your enterprise to achieve if you are to achieve great things.</p>



TOPIC 5: ATTENDANCE REQUIREMENT

You are required to notify Jimvisions via email in advance when you anticipate not participating in any session on any day. Should you fail to participate in any session without notice prior to the start of that session, you will be marked absent and immediately disqualified from project participation.



TOPIC 6: ALTERNATES

Should more than 4 eligible youth register to participate before you, you will become an alternate. As an alternate, you will be offered one of the four positions should a participating intern discontinue for any reason. You will assume the position of the discontinued intern. You will begin to acquire points starting with the first session you attend. And you will be eligible for daily awards, and project awards. The points accumulated by the discontinued intern will be assigned to you.



TOPIC 7: STUDENT-BASED ENTERPRISE

You will form, own, structure and become a student executive of your own student-based enterprise. Also, you will become a board member of other student-based enterprises. A student-based enterprise is a business with capital resources that is owned, led and managed by student interns. It markets and sells, for a profit, products and services that meet human needs in the highly competitive global marketplace.



TOPIC 8: BIBLE PRINCIPLES OF SUCCESS

There are many scriptures in the holy bible that you can apply as business success principles. During designated task sessions once each day, you will be given a list of scriptures, and asked to select and share with other interns 1 scripture that you would like to use as a business success principle, an eternal, fundamental truth that empowers you to maximize business success. The following are a few of these principles.

1	Principle of First Things First: Seek the Kingdom of God first, above all else, and God will give you everything you need. <i>Matthew 6:33</i>	2	Principle of Teamwork: We are God’s masterpiece. He has created us anew in Jesus Christ to we can do the good things He desires us to do. <i>Ephesians 2:10</i>
3	Principle of Many Advisors: Without counsel, plans fail. But with many advisors they succeed. <i>Proverbs 15:22</i>	4	Principle of Faithful Stewardship: Well done good and faithful servant. You have been faithful over a little. I will now set you over much. <i>Matthew 25:23</i>



TOPIC 9: OUTCOMES AND BENEFITS

An outcome is the result of participating in this project. A benefit is something gained that you desired. Before registering to participate in this project, ask yourself this question. “What do I desire? How will I be better off as a result of participating? Yes, you will be paid for your time. But you will also gain valuable knowledge and experience that will be of value to you in the years ahead.

OUTCOMES	BENEFITS
A Business Enterprise Owned by You	Valuable Experience In An “Actual” Business Formation Process Enabling You To Progress Beyond Self-Employment
New and Improved Entrepreneurial Skills and Knowledge	Development Of An Entrepreneurial Mindset Filled With Positive Success Beliefs
New Relationships That Enable You To Launch Your Business Enterprise	New Practical “How To” Knowledge That Enables You To Create “Profitable” Business Ventures
New Product and Service Concepts Created That Will Add Value To The Lives of Others.	Practice Of Career Success Skills That Enable You Better Compete For The Jobs You Want, for College Scholarships, and College Acceptance.



Topic 10: THE 4 MODULES

Module 1: Enterprise Creation Challenge – Week 1

Your challenge this week is to create your business enterprise. Daily goals are realized via task sessions that produce points that measure how well you complete each task assigned. Four award certificates are issued to start each day, based on points awarded by the 3 judging interns and one mystery judge using score cards. Points accumulate from day to day, and are posted to your profile. Monday (Enterprise Creation Day), Tuesday (Executive Role Play 1), Wednesday (Executive Role Play 2), Thursday (Executive Role Play 3), Friday (Executive Role Play 4).

Module 2: Enterprise Prototype Challenge – Week 2

Your challenge this week is to develop your business prototype (your untested business model). A business model is the design of how your business will operate. A prototype is an untested model. Daily goals are realized via task sessions that produce points that measure how well you complete each task assigned. Four award certificates are issued to start each day. Points accumulate from day to day, and are posted to your profile. Guest business owner presenters are included. Monday (Business Model Canvas Exploration 1), Tuesday (Business Model Canvas Exploration 2), Wednesday (Business Model Design 1), Thursday (Business Model Design 2), Friday (Business Model Design 3).

Module 3: Fish Tank Challenge – Week 3

Your challenge this week is to obtain seed capital for your prototype. Daily task sessions produce points based on your “pitch card” performance and investor commitments obtained. You are given “play” money to invest in your prototype and other prototypes. Daily goals are realized via task sessions that produce points that measure how well you complete each task assigned. Four award certificates are issued to start each day. Points accumulate from day to day, and are posted to your profile. Guest business owner presenters are included. Monday (Understanding Finance Terms), Tuesday (Seed Capital Strategy Day), Wednesday (Note Creation Day), Thursday (Pitch Deck Creation Day), Friday (Pitch Deck Pitch Day)

Module 4: Enterprise Activation Challenge – Week 4

Your challenge this week is to test certain components of your untested business model prototype in the marketplace. Daily task sessions produce points based on the results you produce. Award certificates are issued to start each day. Points are posted to your profile. Four project enterprise awards will be presented. Monday (Board of Directors Day), Tuesday (Strategy Development Day), Wednesday (Prototype Test Day 1), Thursday (Prototype Test Day 2), Friday (Prototype Test Day 3 and Project Awards).