



SCCF – Startup Experience 2-day Youth Entrepreneurship Workshop

Community Need: Youth Entrepreneurship Program

Data show that about 50% of high school graduates continue on to college, and that only 25% of those that do, actually obtain college degrees. Without any goals or sense of what is required to achieve such goals, many young people end up jobless or in low-wage jobs with little advancement opportunities.



According to the Census Bureau's Current Population Survey data, unemployment rates for youth are much higher than rates for other age groups. 14-20% of youth aged 15-19 are currently unemployed. Low-income youth as well as Black and Hispanic youth also tend to have much higher unemployment rates.

There has never been a time in history where there were more demands for young peoples' time: social media use topping 17 or 18 hours a day is just the beginning of the train of distractions that vies for students' attention. Schools face a dichotomy between resource shortages and increased pressure to help kids be good at everything, from reading to math to financial literacy to the arts. So, it would be easy to dismiss youth entrepreneurship as one more burden on an overtaxed population. But, we present below five reasons why communities in the CSVr should embrace youth entrepreneurship. Are you thinking lemonade stand? Stop.

Entrepreneurship teaches valuable skills

Entrepreneurship teaches kids about planning, financial responsibility, supply and demand, the importance of relationships, and how to moderate risks. Youth entrepreneurship has been proven to improve academic performance, school attendance, interpersonal skills, job readiness, problem solving skills, and decision-making abilities.

Youth entrepreneurship is a safe place to experiment

Youth entrepreneurship provides the perfect arena to experiment with career paths, business ideas, and self-identities. Wouldn't you rather a child find out they don't want to be a musician after experimenting with a music business for a youth entrepreneurship program instead of after accumulating \$80,000 in student loans? Youth entrepreneurship is the mature equivalent of playing dress-up. Students can try on a lot of different options with little risk.

Entrepreneurship is a career path

Students these days demonstrate strong interest in entrepreneurship not just as an alternative to traditional employment if times get tough but as a primary career objective before, during, and after college. While research findings on youth attitudes toward entrepreneurship differ, entrepreneurship is not disappearing as a career path and students should have the opportunity to explore that path while still in school.



Their business might succeed

Although it's easy to dismiss youth entrepreneurship as all play, many young students turn their ideas into successful businesses. Some of them even get bought or become huge financial successes. Isabella Weems co-founded the wildly successful multi-million dollar jewelry business Origami Owl when she was 14. British entrepreneur Fraser Doherty sells hundreds of thousands of jars of jam a year through his business SuperJam and commands 10% of the market share. Other young entrepreneurs have made their marks on the Internet, creating new websites, photo sharing tools, apps, and more. Young people can be successful business owners, creating jobs, adding wealth to their community, and gaining hands-on learning that could turn them into a high-powered serial entrepreneur in the future.

Entrepreneurship is inspiring

In America, real wages for the majority of Americans have either stagnated or declined since 1968. Middle and upper class job opportunities for young people are shrinking at a time when more people than ever are graduating from college. Job security has all but vanished and the economy is uncertain. Entrepreneurship is a way for young people to take greater control of their lives and economic futures. In a world where nothing is certain, giving young people real tools to build their own future is pretty darn inspiring.

An Entrepreneurial Youth survey conducted last year found that 65% of the 2,800 young people surveyed want to run their own business at some point in their careers – 27% want to do so immediately and 38% after learning from someone else first.

The challenge now is to provide young people with the support and the environment they need to turn their ambitions into reality.

What can be done? According to the survey, what young people most want is hands-on work experience and mentoring from entrepreneurs. As such, today's entrepreneurs and business leaders have a clear role to play in nurturing the next generation of wealth and job creators.



2-day SCCF Startup Experience Youth Entrepreneurship Workshop
October 4, 5, 2018 - 9:00 AM – 6:00 PM Each Day
Hosted by Blue Ridge Community College at the Plecker Center

What students can expect?

<https://startupexperience.com/programs/>

The Startup Experience is an intensive 2-day, hands-on workshop for students (grades 10 and 11) from schools located within the Central Shenandoah Valley Region. During the program approximately 200 students will immerse themselves in the magical startup world and learn what it takes to be a successful entrepreneur.

The students will form startup teams (groups of 7-10 students) and will work together during the 2-day workshop. Along the way they will learn about Startup team formation, problem definition, user analysis, idea creation, business model innovation, customer development, prototyping, web development, fundraising and professional pitching, and get hands-on experience with the tools they need to create a successful startup company!

Facilitator:

For the launch of this first workshop students will be trained by the serial entrepreneur and Startup Experience training model creator and facilitator, Henrik Scheel, who grew up in Denmark but now lives in Silicon Valley, California. Henrik brings a wealth of experience from the startup ecosystem in San Francisco and has worked with entrepreneurs in 20+ countries around the world.

Mentors from our Business Community:

SCCF has identified some very successful entrepreneurs and business owners from within our communities to act as mentors during the startup experience workshop. These mentors are individuals with extensive entrepreneurial experience who have started one or more businesses (either nonprofit or for-profit organizations). They will work with the teams pro bono, without expectation of reward or compensation; they will share their knowledge and guidance freely, and will open their networks when appropriate.

As a mentor in the SCCF Startup Experience program they will be working with students in their newly formed startup teams to help guide them through the initial stages of their entrepreneurial journey: **Defining** a user segment and a problem to solve, **Creating** new ideas, **Validating** the best idea by talking to users/customers, **Building** a prototype, and preparing a professional **Pitch**.

Format (9am – 6pm both days)

During the 2-day program students will be challenged to work as a startup team to solve complex challenges related to the world of entrepreneurship. They will be provided with powerful startup tools and techniques through a combination of short lectures and hands-on exercises.

THE ULTIMATE WAY TO BECOME AN ENTREPRENEUR
2-DAY STARTUP EXPERIENCE

FOR MORE INFO:
Kathy@stauntonfund.org



SCCF - STARTUP EXPERIENCE 2-DAY YOUTH ENTREPRENEURSHIP WORKSHOP AGENDA

DAY 1		
Time	Agenda	Notes
8:30	Mentor Training	Detailed overview by Henrik Scheel
9:00	Welcoming & Opening	Welcome by Kathy Deacon, SCCF
9:30	Introduction to entrepreneurship	Introduction and Icebreakers
10:00	Team Creation	
10:30	Break	
10:45	Define 1	Selecting problem and user segment
11:30	Define 2	User persona, market description
12:30	Lunch	
1:30	TECH-talk	Overview of new tech trends
1:45	Intro IDEATE	Design thinking principles
2:30	Workshop – Generate (regular brainstorm)	Brainstorm: Silent + out-loud
3:10	Workshop – Generate (Reverse brainstorm)	
3:30	Break	Coffee and snacks
3:45	Workshop – Sort	Selecting the best idea
4:30	Intro Business Model Innovation (BMI)	
5:00	BMI Workshop	First version of the business model
5:45	Intro to VALIDATE	Intro to problem interviewing
6:00	End of Day 1	Homework: Do problem validation
DAY 2		
Time	Agenda	Notes
9:00	Recap on validate – status reports	Sharing insights from yesterday
9:15	Update action plans and next steps	
9:30	Business Model Innovation 2.0	Advanced models and examples
10:00	Validation 2.0	The art of customer interviewing
10:30	Fieldwork – VALIDATION	Students head out to talk to customers
12:00	Lunch	
1:00	Validation 3.0 + Pricing Models	
1:30	Intro to PITCH	
2:30	Workshop - Pitch	
4:00	Pitch sessions & Feedback	
6:00	End of Day 2	



**SCCF – Startup Experience
2-day Youth Entrepreneurship Workshop
SPONSORSHIP OPPORTUNITIES**

Visionaries - \$10,000+

- Verbal recognition at the event
- A 3-5 minute opportunity to address the workshop participants at the beginning of each of the two days of the workshop
- Your logo displayed on marketing materials for the event
- Your logo displayed on a Sponsor board at the event
- Your logo displayed on the Startup Experience Youth Entrepreneurship page on the SCCF website
- Quarterly (4) Sponsor spotlights in the SCCF newsletter that will be shared on all social media platforms and in SCCF e–blasts to a list of over 1,000 members
- Opportunity to write a blog post about your company’s service or product offerings which will be shared on all social media platforms and in SCCF e-blasts
- Opportunity to provide company gift to workshop participants

Pioneers - \$7,500+

- Verbal recognition at the event
- Your logo displayed on marketing materials for the event
- Your logo displayed on a Sponsor board at the event
- Your logo displayed on the Startup Experience Youth Entrepreneurship page on the SCCF website
- Bi-annual (2) Sponsor spotlights in the SCCF newsletter that will be shared on all social media platforms and in SCCF e–blasts to a list of over 1,000 members
- Opportunity to write a blog post about your company’s service or product offerings which will be shared on all social media platforms and in SCCF e-blasts
- Opportunity to provide company gift to workshop participants

Innovators - \$5,000+

- Verbal recognition at the event
- Your logo displayed on marketing materials for the event
- Your logo displayed on a Sponsor board at the event
- Your logo displayed on the Startup Experience Youth Entrepreneurship page on the SCCF website
- 1 Sponsor spotlight in the SCCF newsletter that will be shared on all social media platforms and in SCCF e–blasts to a list of over 1,000 members
- Opportunity to write a blog post about your company’s service or product offerings which will be shared on all social media platforms and in SCCF e-blasts



Dreamers - \$2,500+

- Verbal recognition at the event
- Your logo displayed on marketing materials for the event
- Your logo displayed on a Sponsor board at the event
- Your logo displayed on the Startup Experience Youth Entrepreneurship page on the SCCF website
- 1 Sponsor spotlight in the SCCF newsletter that will be shared on all social media platforms and in SCCF e–blasts to a list of over 1,000 members

Supporters - \$1000+

- Verbal recognition at the event
- Your logo displayed on marketing materials for the event
- Your logo displayed on a Sponsor board at the event
- Your logo displayed on the Startup Experience Youth Entrepreneurship page on the SCCF website

You can also request that your organization’s sponsorship be directly attributed to providing sponsorship to one of the following specific event components:

- **Award Sponsor (student startup team project awards): \$10,000** – same benefits as listed for the Visionary Sponsors + announcer of the pitch award winners – ONLY 1
- **Lunch Day 1 Sponsor: \$5,000** – same benefits as listed for Pioneer Sponsors – ONLY 1
- **Lunch Day 2 Sponsor: \$5,000** – same benefits as listed for Pioneer Sponsors – ONLY 1
- **Printing Sponsor: \$2,500** – same benefits as listed for Dreamer Sponsors – ONLY 1
- **Snack Sponsor: \$1000.00** – same benefits as listed for Supporter Sponsors – ONLY 1
- **Startup Team Table Sponsors: \$100.00** – Your logo displayed on an individual table at the event and displayed on the Startup Experience Youth Entrepreneurship page on the SCCF website – 30 AVAILABLE