



# “AND JUSTICE FOR ALL”

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# Implementing a Youth Entrepreneurship Academy

Presented by:

Kathy Jamieson, MSU Extension Educator

Thomas Long, MSU Extension Educator

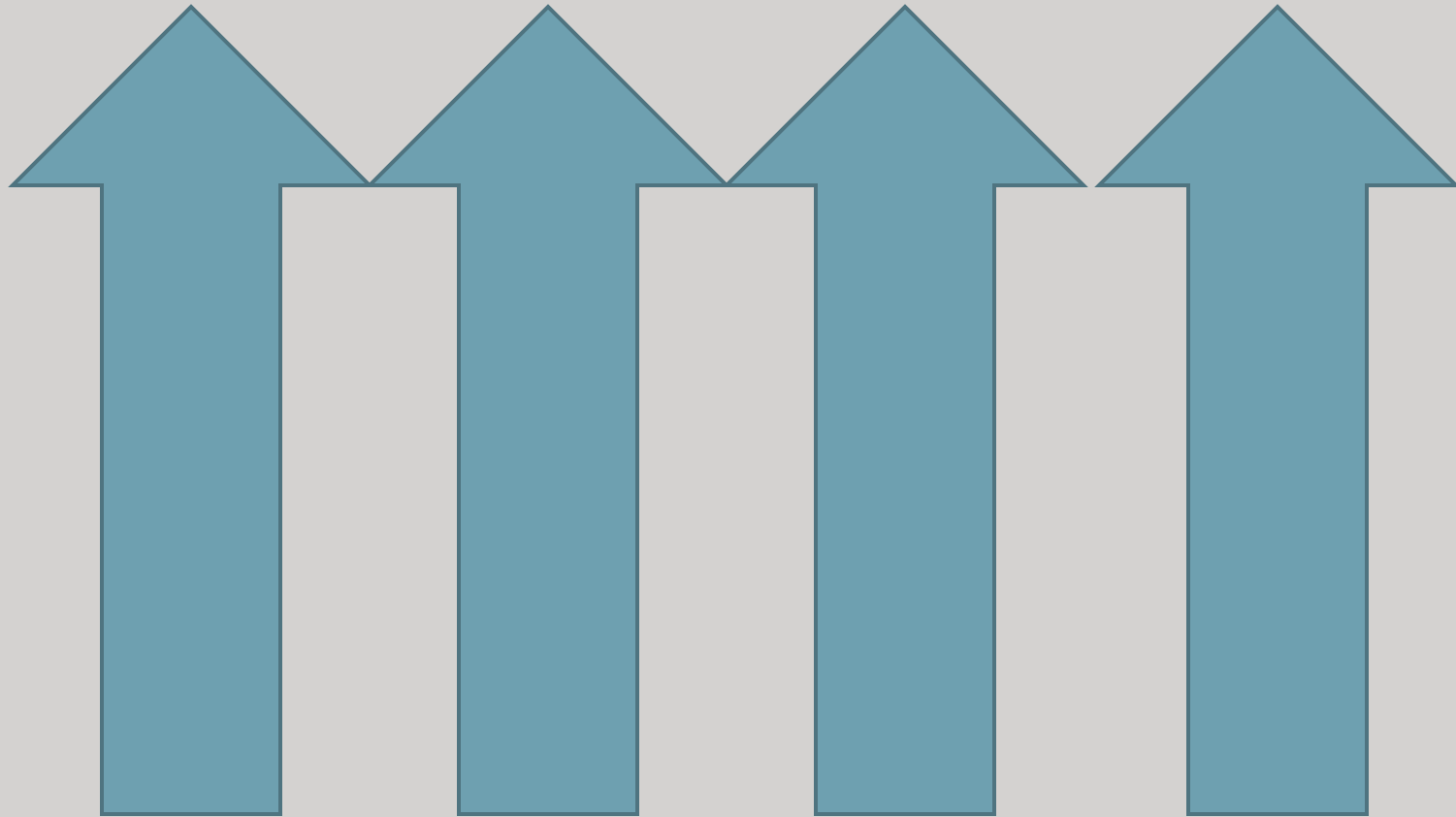
# Why?

Interest

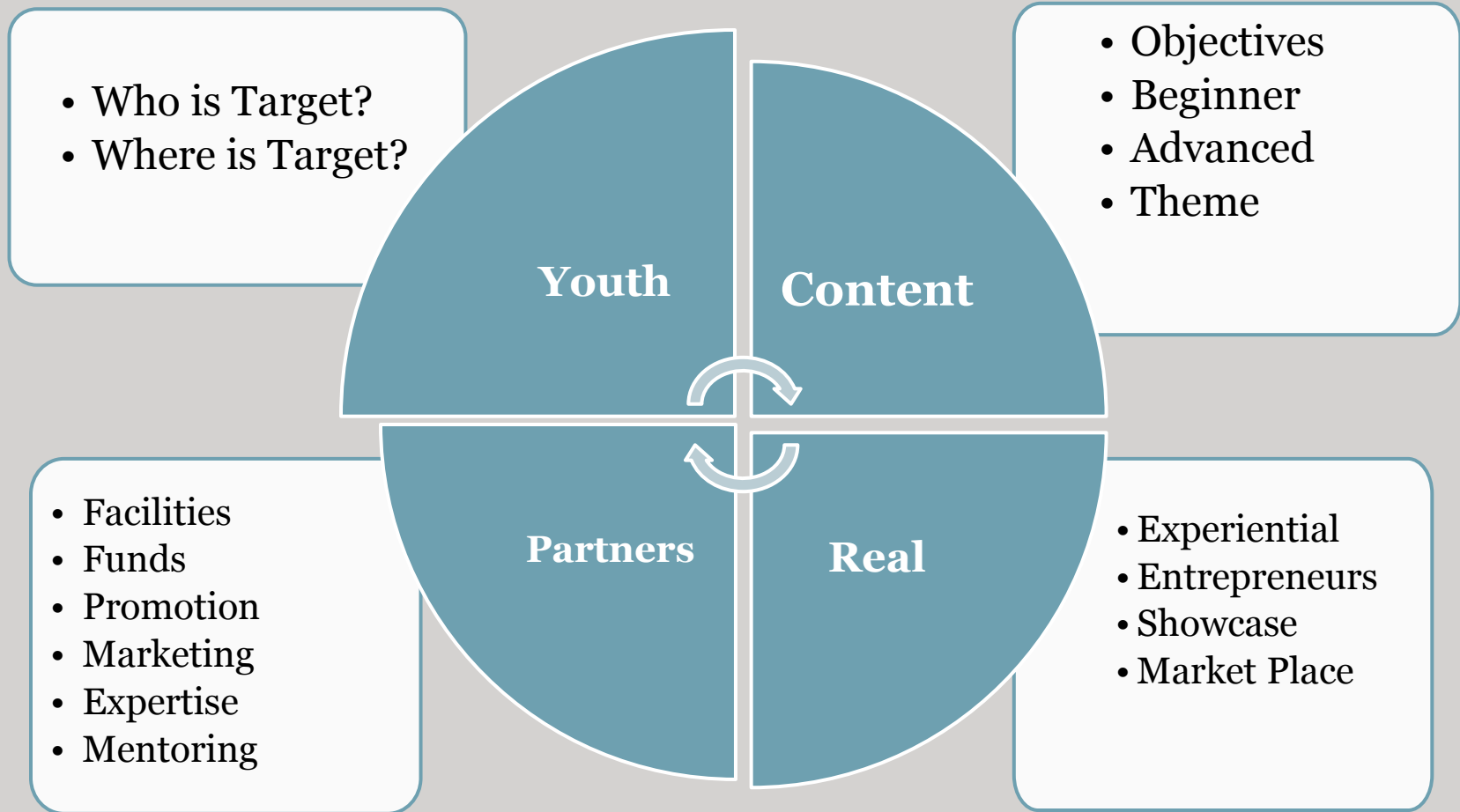
Need

Demand

Economy



# Components



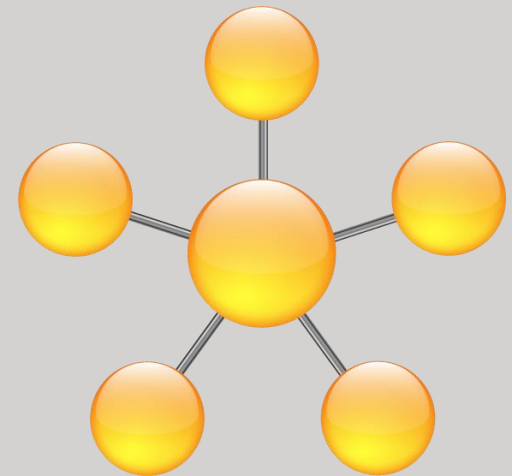
# Youth—who is your target market?



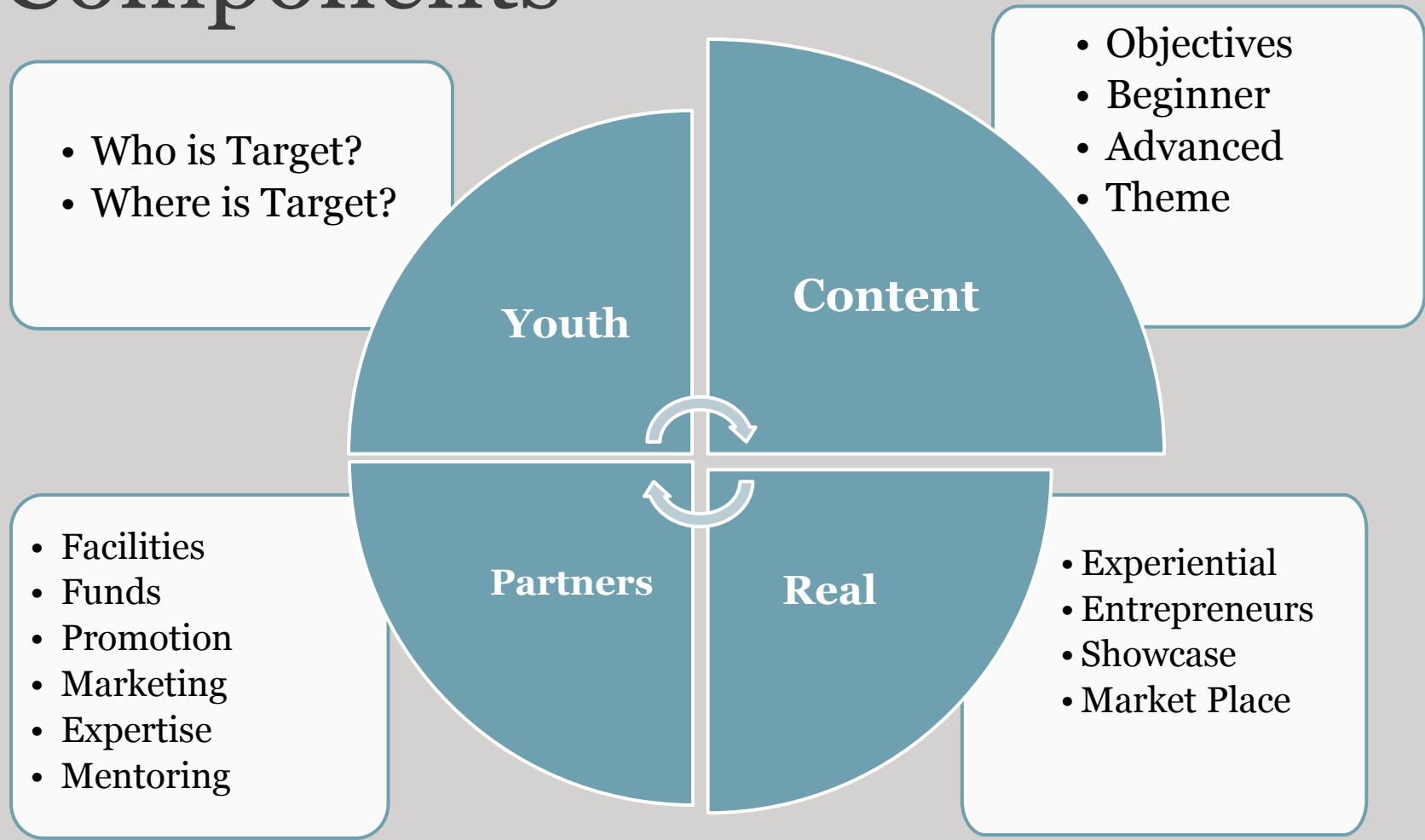
- College students
- Primary or Secondary School
- Alternative Education
- Career/Tech Education
- Specific Groups (4-H, DECA, FFA, Boy/Girl Scouts, Foster Youth, )
- Beginner or Advanced
- Theme based (STEM, AG)

# Where is your Target? (Program Delivery Models)

- In School
- After School Groups & Clubs
- Day Camps
- Residential
- Summer Week Camps



# Components



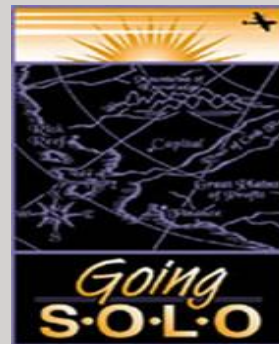
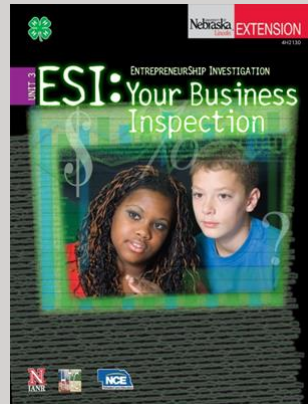
# Content

- Entrepreneur Traits/Assessments
- Idea Generation
- Business Plan Development
- Business Models
- Target Markets
- Marketing Plan
- Distribution and Sales
- Customer Service
- Pricing and Budgeting
- Social Entrepreneurship





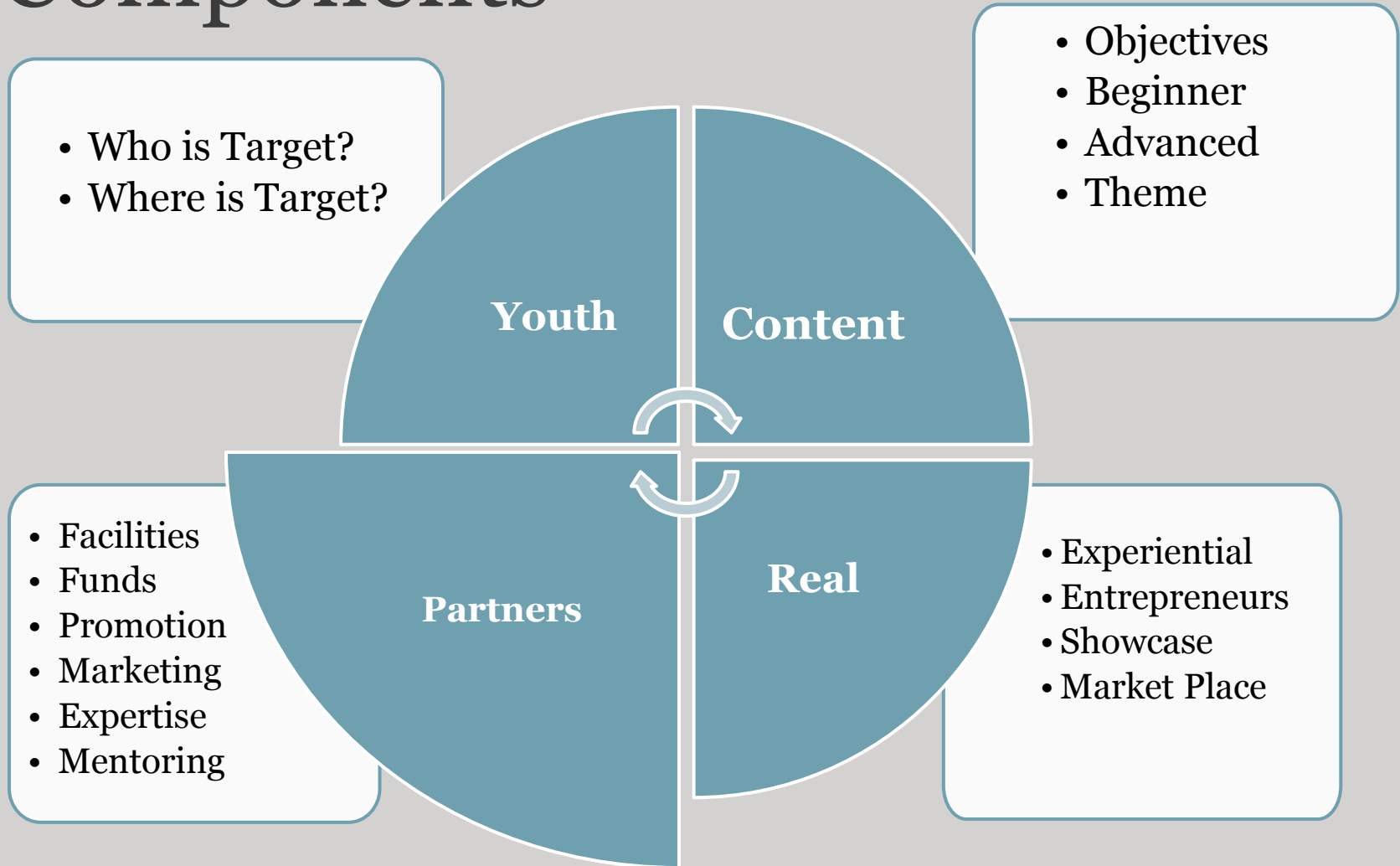
# Content Resources



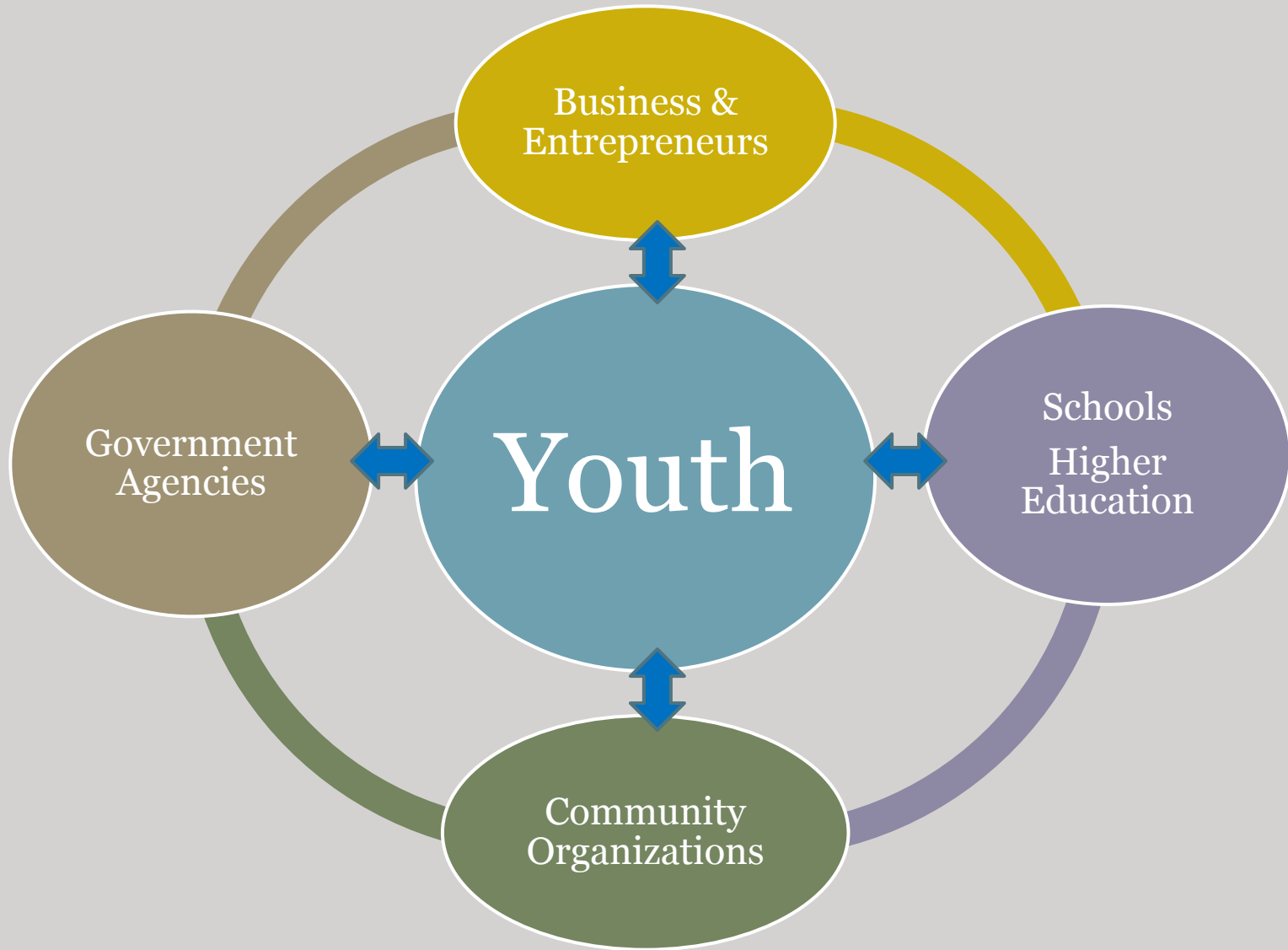
[http://4h.msue.msu.edu/programs/young\\_entrepreneurship/resources](http://4h.msue.msu.edu/programs/young_entrepreneurship/resources)



# Components



# Partners



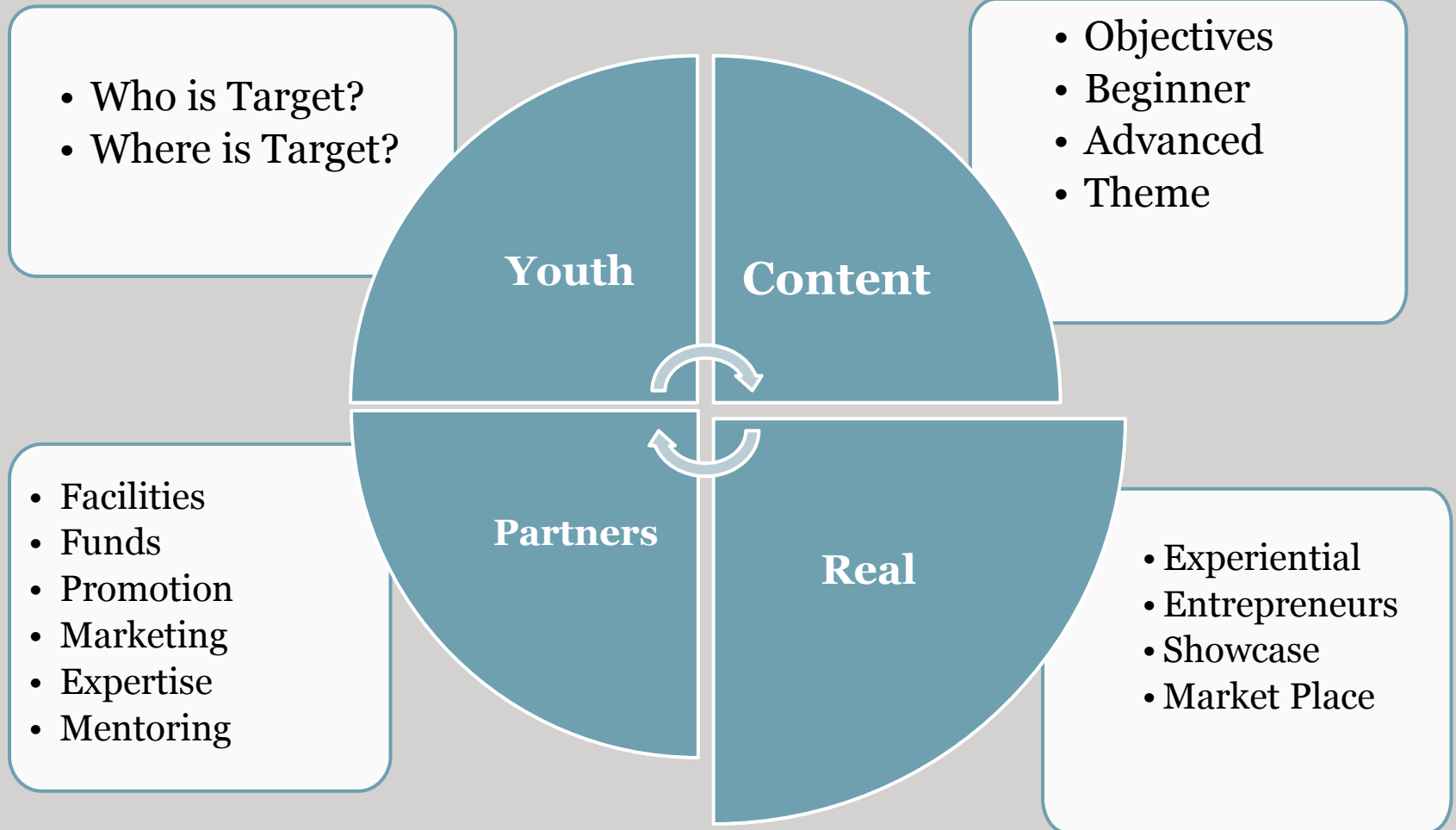
# Partners



Extension

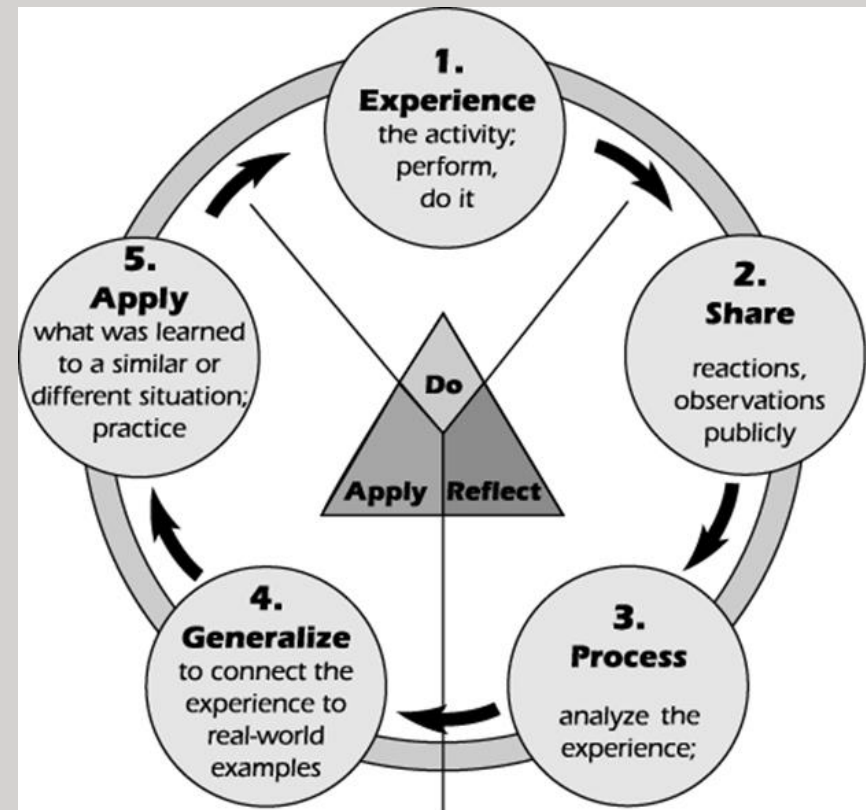


# Components



# Make it Real: Experiential

- Experiential Learning: We learn by doing.
- Do—the activity.
- Reflect—take time to share thoughts and feelings, and time to review.
- Apply—opportunity to reuse what is learned in the real world.



# Make it Real: Bring in Experts



Business  
Expo-  
Residential  
Camp

Entrepreneurship  
Academy – Day Camp

# Make it Real: Business Pitch





# Make it Real: Create a Marketplace

4-H Club



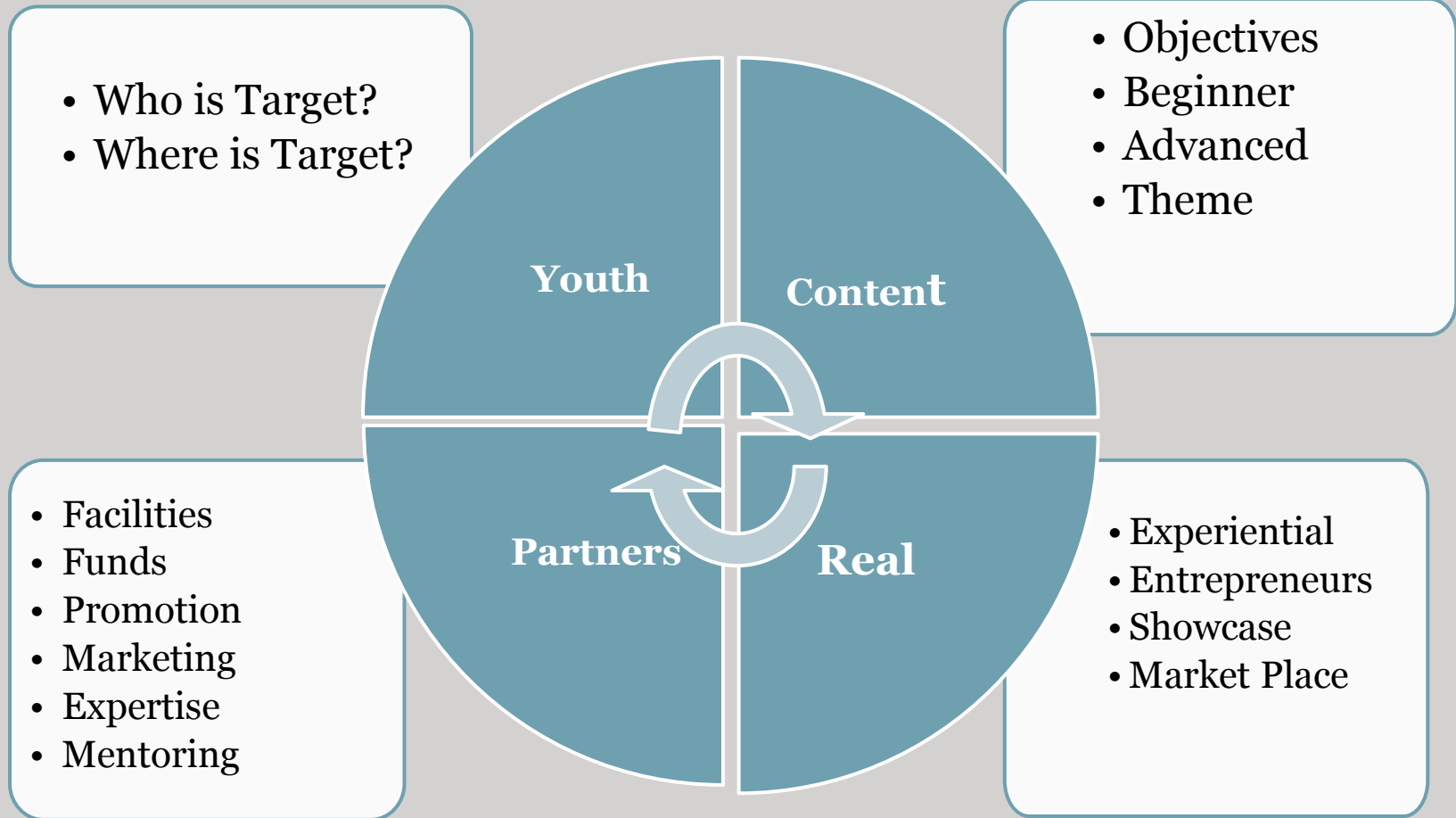
Youth Farm Stand Camp



Business Expo



# Components



# Bringing the pieces together

You need:

- Champion(s), Leader(s), Coordinator(s)
- Time
- Energy
- Funding



# Questions

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