



# Junior Achievement® ENTREPRENEURIAL YOUTH SUMMIT

Inspiring Minds. *Unlocking Potential.*

## Thursday, November 29, 2018

Monroe Community College  
Brighton Campus

8:00am - 1:30pm

### The Need

Throughout our communities, there are many students who have the characteristics of entrepreneurs – youth who are filled with curiosity, motivation and adventure. However, there are limited opportunities, especially for those in some of our poorest communities, to explore, to be inspired and to fuel this entrepreneurial spirit.

Our community relies on future entrepreneurs to create jobs, fill critical needs and drive economic growth.



### The Solution

The **2<sup>nd</sup> Annual** JA Entrepreneurial Youth Summit will help students draw on their skills and creativity, unlock their entrepreneurial potential and plant the seeds for future entrepreneurial thinking.

JA will leverage its latest curriculum, *JA It's My Business®*, and explore foundational concepts such as market and need analysis, design thinking, research, funding, and developing a business model canvas.

#### JA Students:



### The Inspiration

Mentored by current entrepreneurs and industry experts in our local economy, up to 100 youth will work in small “incubators” throughout the day learning the fundamentals of bringing ideas to fruition and ultimately pitching their business concepts.

Through collaboration and partnership, these students will be exposed to the entrepreneurial “ecosystem” in our community, and will also have the opportunity to accelerate their entrepreneurial skills and business ideas in the months ahead.

*JT McCormick shouldn't have succeeded.*

*He was raised in the slums of Dayton, Ohio, suffered incredible abuse and racism, and had multiple stints in the juvenile justice system. He barely graduated high school and has no college degree.*

*But succeed he did.*



Inspirational Address by  
**JT McCormick**

President & CEO, Scribe Media  
Author of *I Got There*

### Community Partners



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## Become a Mentor

Be part of inspiring young minds.....

As a mentor at the JA Entrepreneurial Youth Summit, you will assist one student “incubator”, @ 4-5 students, as they explore the fundamentals of entrepreneurship. Guided by a Lead Facilitator, you will help students with various hands-on entrepreneurial activities, and even provide input on a 3-minute business pitch to a judge. The Lead Facilitator will provide all the instruction and materials that your incubator will need for a successful day – just be sure to bring the keys to unlock their potential!

### ***Time Commitment***

Thursday, November 29, 2018  
8:00 am – 1:30 pm

Monroe Community College – Brighton  
Campus

### ***Agenda***

8:00 – 8:30	Mentors Arrive/Training & Overview
8:30 – 9:00	Student Arrival/Breakfast
9:00 – 10:00	Opening Remarks & Welcome Inspirational Address by JT McCormick, President & CEO, Scribe Media
10:00 – 10:20	Entrepreneur Intros/Character Inventory
10:20 - 11:50	Understanding Your Market & Need Innovation Market Research Funding
11:50 – 12:30	Develop & Practice Pitch (Working Lunch)
12:30 – 12:55	“Speed” Pitches
12:55 – 1:15	Top 5 Teams Announced – Pitch to Group Winner Chosen by Group
1:15 – 1:30	Special Guest.....What’s Next?



Be part of turning “I can’t” into “I can” and Dreams into Plans!

Sign up NOW to be a mentor at [www.jacuny.org](http://www.jacuny.org)