



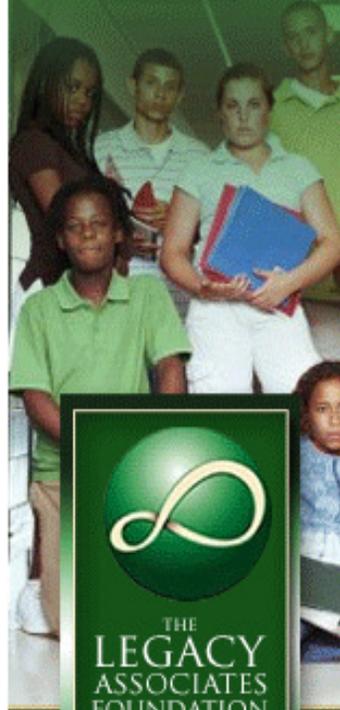
# Introduction to Entrepreneurship & Money Management

LET'S START  
A BUSINESS  
A YOUTH FOCUSED  
ENTREPRENEUR PROGRAM

THIS  
2007-08  
SCHOOL  
YEAR



SERVING  
ELEMENTARY,  
MIDDLE AND  
HIGH SCHOOL  
LEVELS



KIDS LEARN  
HOW TO START  
AND RUN  
A BUSINESS  
FROM THE  
GROUND UP!





# Who is LAF?



- Mission
  - To provide services that exemplify and retain **scholastic achievement, community involvement, and economic empowerment**; primarily for the benefit of our **youth**. We seek **not merely to inspire and inform, but to enable and empower**.
- 3 Main Programs
  - Scholarship Program
  - “Let’s Start a Business” Youth Entrepreneur program
  - Internship Opportunities / Co-ops



# Program Alignment



- **DPS District Alignment**
  - Dr. Calloway's "Three Step Process"...Input, Process, Output
- **Michigan Dept' of Education Alignment**
  - "Career & Employability Skills" content standards and benchmarks.
- **LAF Agenda**
  - Offer unique youth learning opportunities to increase the chance of self-sufficiency after the age of 18.



# Program Objectives



- Improve Academic Achievement
- Build & Support Positive Adult Relationships
- Provide opportunities for Career Exploration and Planning
- Provide out of classroom Active Learning opportunities.

*All objectives are backed by data collection, measurement, and specific outcomes.*



# Partners



All business and community partners provide various resources i.e. staffing solution, youth biz sells opportunities, access to biz for learning opportunities, funding, means of recruitment, or discounted facilities for the program.

## Community Partners

- Detroit Youth Foundation's Youthville facility
- Detroit Public Schools
- City Year Detroit
- United Way of Southeastern Michigan
- VolunteerMatch.org
- New Detroit

## Business Partners

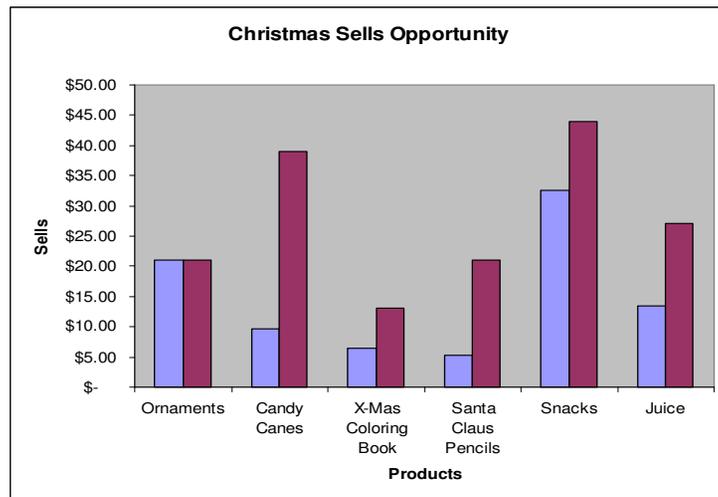
- Digital Advantage
- Beans & Bytes cyber café
- St. Regis Hotel
- The Java Xchange
- City Suites, Inc.
- Jefferson East Business Association
- Comerica Bank
- Fifth-Third Bank
- Papa John's Pizza
- Lawrence Technical University



# Introduction to Entrepreneurship (Program Components / Delivery Method)



- “Let’s Start a Business” workbook
  - Business & financial exercises practice mathematic calculations, reading & writing comprehension, and problem solving/critical thinking.
  - Students complete worksheets when they play Cash Flow for Kids™ board game to learn and practice good money management skills.
  - Business Plan development and outline...in an easy question & answer format.
- Elementary / Middle School website
  - Provides visual cues for lessons.
  - Starting a basic business exercises and activities.
  - Business plan engine to develop and complete a “real business” plan.





# Marketing & Sells Opportunity

(Program Components / Delivery Method)

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- Youth Business Sells Opportunity
  - Students apply what they have learned to market & sell a product/service, develop a sells forecast, and manage cash flow.
  - Sells opportunities and fundraising are aligned with in-school and DPS high-traffic events i.e. Christmas program, LSCO meetings, Fun Day to maximize program exposure.



Fifth Third Bank



**metroPCS**  
Permission to speak freely.®





# Financial Literacy & Management

(Program Components / Delivery Method)

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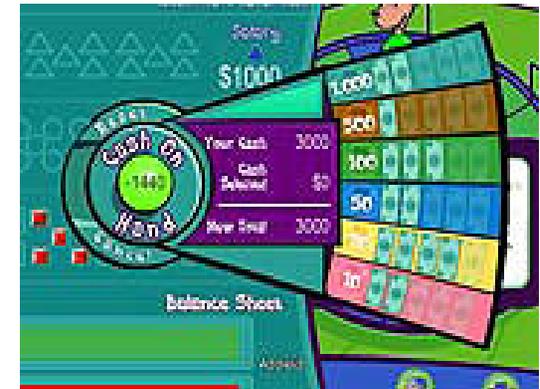
- Cash Flow for Kids™ board game & computer game.
  - During board game play, students practice math problem solving and critical thinking exercises.
  - Students learn financial literacy and personal financial management RELEVANT to their everyday lives.
  - Board game tournaments between parents/teachers/administrators vs. Entrepreneur Club occur on a monthly basis.



Elementary & Middle school students play age appropriate version of the Cash Flow™ board game.



High school students play adult version of the Cash Flow™ board game.



Elementary & Middle school play computer version of the Cash Flow™ board game.  
Cash On Hand device teaches children basic denominational change skills.



# Entrepreneur & Business Panel Discussion

(Program Components / Delivery Method)

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- The school's "Entrepreneur Club" hosts the Entrepreneur & Business Panel Discussion for the entire student body.
- Through business, corporate, and community organization partnerships, the LAF provides local professionals for a panel discussion.





# Field Trip

## -Out of Class Learning-



- **Life Skills & Professional Development**
  - Workshops include: resume writing, good networking skills, and a dining etiquette class.
- **St. Regis Hotel: Business case study**
  - Youth learn what it takes to operate a hotel business. From the guest check-in log to the managing events, youth have a life-changing experience.
  - Parents, teachers, and family are encouraged to dine with us for our business luncheon.





# Field Trip

## -Out of Class Learning-



- Youth Entrepreneur Boot Camp
  - Half day conference of entrepreneur and business workshops.
  - Youth Entrepreneur Awards Ceremony.
    - Winner of LAF's "Business Plan" contest wins a \$200 Youth Business grant.
  - Cash Flow for Kids™ board game Tournament.





# Program Overview



- Intro to Entrepreneurship & Business
  - Famous African-American Inventors & Entrepreneurs
  - Business Plan Development
  - Business management website activities
  - Entrepreneur & Business Panel Discussion
- Financial Literacy & Management
  - Cash Flow for Kids™ board game and game worksheets.
  - Entrepreneurship 201 – Sells & Management
- Marketing & Sells Opportunity
  - A sells experience that requires hands on management, marketing, and exercising good money practices.
- Field Trips - Out of Classroom Learning
  - St. Regis Hotel business case study and Professional Development.
  - Youth Entrepreneur Boot Camp Conference – June 6<sup>th</sup>

**Student Incentive Package:** (1) Sells Opportunity, (2) Weekend Retreat, (3) Entrepreneur Boot Camp, (4) Biz Plan Competition, (5) Board Game Tourneys



# Assessment & Evaluation



Core Competency	LSaB Program Objectives	Assessment & Evaluation Activities	Outcome
<b>Academic Achievement</b>	<ol style="list-style-type: none"> <li>1. Each student will exhibit satisfactory <i>reading skills</i> through completion of assignments.</li> <li>2. Each student will exhibit <i>writing skills</i> by completing Let's Start a Business workbook.</li> <li>3. Each student will exhibit <i>basic arithmetic and mathematical computations</i> by completing Let's Start a Business workbook.</li> </ol>	<p>Pre/Post Entrepreneur Assessment Test</p> <p>Let's Start a Business workbook Grades</p>	<p>Business Plan</p>
<b>Building Positive Adult Relationships</b>	<ol style="list-style-type: none"> <li>1. Enable suitable environments and events that nurture the following relationships:               <ul style="list-style-type: none"> <li>• Parent/Teacher</li> <li>• Student/Teacher</li> <li>• Student/Parent</li> </ul> </li> </ol>	<p>Parent/Teacher Conference Participation</p> <p>Student Participation/presentation during Parent/Teacher conferences.</p> <p>Students host events for parents and teachers to attend.</p>	<p>Student Personal Network Satisfaction Survey Completions</p>



# Assessment & Evaluation



<p><b>Career Exploration and Planning</b></p>	<p>1. Implement exploratory opportunities in order to inform and educate students about entrepreneurial career paths.</p>	<p>Students will complete evaluations based on career interests and planning resources.</p>	<p>Based on evaluations, LAF will provide entrepreneurial career panels and forums for youth. Student Personal Network</p>
<p><b>Out of Classroom Active Learning</b></p>	<p>1. Assist student-led events and activities to apply learned entrepreneurial skills. 2. Enable student exposure and awareness of various business concepts and environments.</p>	<p>Students will apply skills through purchasing, selling, and marketing strategies. Students will exercise and practice entrepreneurial methods during interactive Cash Flow Lesson.</p>	<p>Business Plan Application Hands on Business Experience Professional Business Observations</p>
<p><b>Positive Engagement &amp; Self-Esteem Skill Development</b></p>	<p>1. Encourage students to build and sustain positive peer relationships in safe and adult-supervised environments. 2. Nurture and enable students to build self-esteem by learning new things.</p>	<p>Students will interact and build positive peer relationships via interactive Cash Flow Lesson. Students will complete a survey focused on engagement and understanding new concepts.</p>	<p>Student Satisfaction Survey completions.</p>



# Funding Options



- Curriculum & Materials
  - “Let’s Start a Business” youth entrepreneur workbook
  - Website subscription for 1 year.
  - Entrepreneur Supplies
    - Portfolio (includes pen, pad, folders, and calculator)
    - Business cards
    - Student Entrepreneur Calendar
- Assessment & Evaluation
- Instructor Staff
- Field Trips / Out of Class Learning Opportunities
- Youth Business Start-Up



Thank you, and we look forward to working with you and your students.



United Way  
for Southeastern Michigan





# Leadership & Counsel

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*Caleb Rutledge*

**President and Director of the LAF "Let's Start a Business" Youth Entrepreneurship Program, Founding Member**

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**Member Since 2007**

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# Leadership & Counsel

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