



# YouthBiz<sup>®</sup>

Providing real-life experiences in entrepreneurship.

Established 1992

[yacenter.org/youthbiz](http://yacenter.org/youthbiz)



# The power of **ENTREPRENEURSHIP**

## **PREPARED FOR THE FUTURE**

According to the World Economic Forum's Future of Jobs survey, **half of today's work activities could be automated by 2055**, creating completely new roles, responsibilities, and challenges for the future workforce.

Entrepreneurship-focused programs teach students **crucial life skills** that will help them navigate this uncertain future.

## **GROWTH OF ENTREPRENEURSHIP EDUCATION**

Currently 84% of states have provided guidelines for entrepreneurship education, an increase from 38% ten years ago.

Although traditionally a business course, educators increasingly recognize the **need for entrepreneurship and entrepreneurial thinking across all content areas**. Student entrepreneurs are innovators.

## **COLORADO ESSENTIAL SKILLS**

Colorado has identified 20 core skills necessary for students to enter the workforce and continue education beyond high school. Skills such as **critical thinking, creativity, self-direction, time management, and self-advocacy** fall under the category of Entrepreneurship. These behaviors have proven necessary for successful employment in Colorado.



# Why YouthBiz

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## EMPOWER YOUR STUDENTS

Dozens of teachers choose YouthBiz every year to empower their students in entrepreneurship and increase engagement in learning. YouthBiz provides:

- Turnkey curriculum
- Standards alignment
- Project-based learning
- Flexible implementation
- Scholarships for qualifying students

## EDUCATORS FOR EDUCATORS

With a combined 25 years working with young people inside and outside the classroom, the YouthBiz team is here to make sure your implementation of YouthBiz is successful. We're constantly researching latest trends, updating curriculum, and creating new lesson ideas, which enable your students to reach their fullest potential.



# STARTUP™

LEARN, THINK, SPEAK, ACT LIKE AN ENTREPRENEUR



Provide middle and high school students with the basic building blocks of success. Students will learn about themselves and others. They will form a team, develop a business idea, research their competition, calculate their startup cost, and create a prototype. Finally, they will pitch their business to a panel of judges.

## DETAILS

- ★ Curriculum mapped to Colorado Grade Level Expectations, Colorado Essential Skills, and Career and Technical Education standards.
- ★ Content rich in self-discovery, teamwork, business basics, research and investigation, financial management, problem solving, innovation, and more!
- ★ 10-session program provides a fun and engaging unit backdrop for a variety of content areas.
- ★ Flexible delivery model allows teachers to customize program to fit their student's unique needs.
- ★ Young Americans Center provides comprehensive resources including teacher training, workbooks, prototype materials, prize money, and more.

**15%**  
increase

in problem solving ability,  
including decision-making, taking  
initiative, and long-term goals.



flexible **CURIOUS?** positive



## **BECOMING CREATIVE THINKERS**

**YouthBiz StartUp**

**Westminster High School CTE Program**

Malcolm Davis teaches an introductory course as part of the Career and Technical Education (CTE) program at Westminster High School, and he incorporated YouthBiz StartUp as a way to build on existing curriculum.

“YouthBiz StartUp provided my students with the chance to look at real-life challenges, but it demanded that they think critically and creatively to generate the best possible solution to the problems they see today,” writes Davis. “It is amazing to observe students extending beyond previous self-imposed boundaries and become creative thinkers and doers. From start to finish, the YouthBiz Startup curriculum encompasses everything my students need to know to become successful business owners that make wise financial decisions.”

***“I like that the curriculum is adaptable to the needs of students. Most of my students came with business ideas in mind. However, there was still plenty for them to learn.”***

**-YouthBiz StartUp Facilitator**

# OUT OF THE BOX™



## REAL BUSINESS OWNERSHIP

Provide middle and high school students with an empowering, real-life business experience. Students will create business teams, select a product, take out a business loan, create a marketing plan, sell goods at a marketplace, and calculate financials. Students experience the full business cycle within program time frame.

## DETAILS

- ★ Curriculum mapped to Colorado Grade Level Expectations, Colorado Essential Skills, and Career and Technical Education standards.
- ★ Content rich in public speaking, teamwork and collaboration, creativity, problem solving, design thinking, financial management, debt management, salesmanship, financial calculation, and more!
- ★ 15-session program gives students real-life business ownership experience.
- ★ Flexible delivery model allows schools and organizations to customize program to their needs.
- ★ Young Americans Center provides comprehensive resources including teacher training, workbooks, product materials, prize money, and more.



# 84%

of students take home a profit



## THINKING OUTSIDE THE BOX

### YouthBiz Out of the Box at Girls Inc. of Metro Denver

Girls Inc. inspires all girls to be strong, smart, and bold, through direct service and advocacy, a mission perfectly aligned with YouthBiz. The local chapter, Girls Inc. of Metro Denver, delivers Out of the Box to middle school students as part of a continuing partnership.

Manager of Middle School Programs, Angel Shabazz facilitated the curriculum last summer, which fit perfectly into their four-week session. Shabazz commented that the program was both educational and engaging, and she was most impressed with her students growth and creativity. “It’s engaging and explains the importance of entrepreneurship, money skills, and thinking outside the box,” wrote Shabazz. “These skills learned in YouthBiz have continued the girls’ passion in business outside of the program,” she said.



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*These skills learned in YouthBiz Out of the Box have continued the girls’ passion in business outside of the program.*

**–Angel Shabazz  
Manager of Middle School  
Programs, Girls Inc.**

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# Curriculum At-a-Glance

	StartUp	Out of the Box
<b>Age Level</b>		
Upper Elementary School (4th-5th graders)	★	
Middle School	★	★
High School	★	★
<b>Program Length</b>		
50-60 minute lessons	★	★
10-session curriculum	★	
15-session curriculum		★
<b>Resources</b>		
Teacher Training	★	★
Workbook and Facilitator Guide	★	★
Prototype kit / YouthBiz Store Materials and Tools	★	★
Supplemental Resources (electronic)	★	★
Student Financial Incentive	★	★
<b>Capstone</b>		
Business Pitch	★	
Marketplace		★



# NEXT STEPS

1

## DECIDE WHICH PROGRAM TO IMPLEMENT

Decide whether you'd like to teach YouthBiz StartUp or YouthBiz Out of the Box. Depending on the age of your students and the time you have available, there is a YouthBiz program perfect for you!

2

## SCHEDULE A 2-HOUR TRAINING

YouthBiz provides an interactive and engaging training program to help you implement the program in your school. Once training is complete, you'll receive all materials needed for the program. Training is included in the cost of the program.

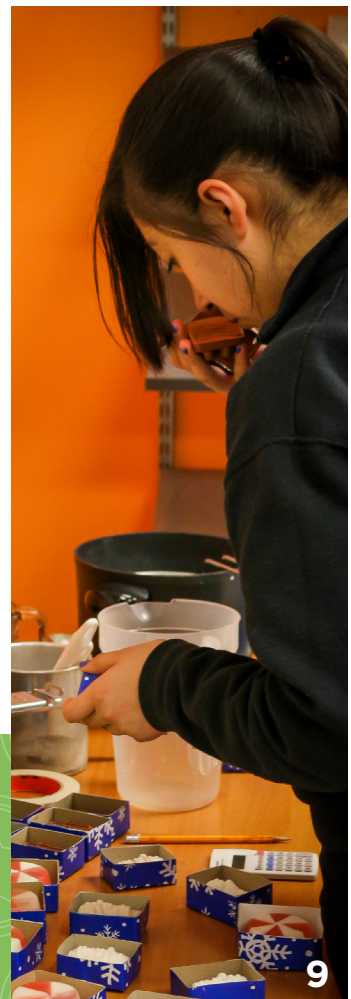
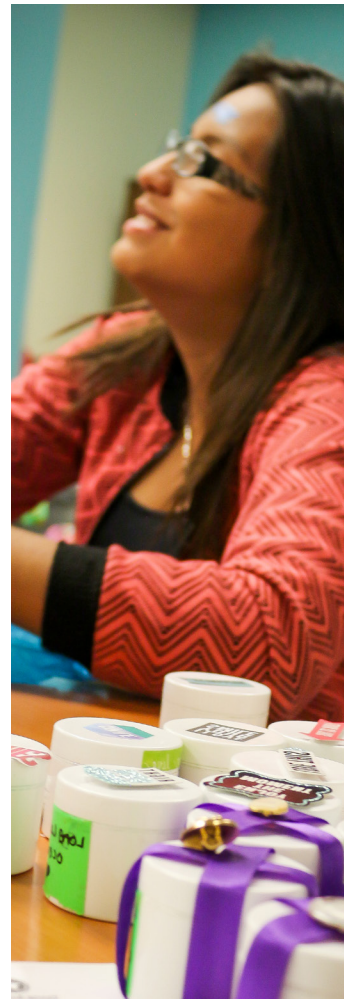
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## BRING HANDS-ON ENTREPRENEURSHIP EDUCATION TO YOUR STUDENTS

YouthBiz Staff is here for you! We can help with judges, observations, specific lessons, mystery shoppers, Spanish translations, program delivery, and more.

### READY TO EMPOWER YOUR STUDENTS?

Contact Anna Leer, Vice President of YouthBiz, at 303-320-3251 or [aleer@yacenter.org](mailto:aleer@yacenter.org).



# Ongoing Support for Entrepreneurs



## SELLING OPPORTUNITIES

Twice a year, youth business owners reserve a low-cost booth to sell their unique products to the public at the **YouthBiz Marketplace**.



## LEARNING OPPORTUNITIES

Youth entrepreneurs learn the skills they need to develop their businesses in **YouthBiz Workshops, Camps, and Outreach Opportunities**.



## GROWING OPPORTUNITIES

The **YouthBiz Mentorship Program** pairs aspiring youth entrepreneurs with adult business leaders to help mentor and guide business strategy and development.



## BUSINESS COMPETITION OPPORTUNITY

**Spotlight on YouthBiz Stars** is Colorado's premier business competition for young people, ages 6-21. Youth win cash prizes, up to \$5,000.



## EXPANSION OPPORTUNITIES

At **Young Americans Bank**, youth business owners under the age of 22 can take out a loan to help grow their business.





# Young Americans

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## CENTER FOR FINANCIAL EDUCATION®



### MONEY SMARTS FOR KIDS. MONEY SKILLS FOR LIFE.

Young Americans Center for Financial Education, has supported youth entrepreneurship since its founding in 1987. The institution houses the only bank in the world specifically designed for youth, Young Americans Bank, along with the premier Young AmeriTowne and International Towne financial education programs.

VISIT [YACENTER.ORG](http://YACENTER.ORG) TO LEARN MORE



**YOUNG AMERICANS  
BANK**



**YOUNG  
AMERITOWNE**



**INTERNATIONAL  
TOWNE**



# YouthBiz<sup>®</sup>

Providing real-life experiences in entrepreneurship.

## MISSION

YouthBiz empowers youth to create their own successful futures through real-life experiences and hands-on programs in entrepreneurship.

## VISION

Our vision is that all youth are equipped with the business skills, mindset, and drive to shape the world of tomorrow and solve its unique challenges.

## OUR ROOTS

YouthBiz was launched in 1992 in the heart of Denver's Five Points community during a summer with record numbers of youth-on-youth violence fueled by gang wars and a struggling local economy. Eight inner-city teens, together with a visionary community leader, stepped up to be part of the solution, creating a series of entrepreneurial projects to increase income and build translatable workforce experience for their peers.

In 2015, YouthBiz merged with **Young Americans Center for Financial Education** to create the largest and most comprehensive youth-serving entrepreneurial organization in Colorado.

## OUR IMPACT

More than 2,300 youth participate in YouthBiz every year. Of these students, 78 percent represent non-white ethnicity groups.

Students who complete YouthBiz demonstrate statistically significant increases in problem solving, collaboration, salesmanship, and self-awareness skills.

[YACENTER.ORG/YOUTHBIZ](http://YACENTER.ORG/YOUTHBIZ)

