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MIDDLE AND HIGH SCHOOL STUDENTS TO PITCH TO LOCAL INVESTORS

*- Young Entrepreneurs attending the SUNY Geneseo Young Entrepreneurs Academy
to Obtain Funding to Launch Enterprises -*

The Young Entrepreneurs Academy, or YEA!™, is a groundbreaking educational program that takes students in grades six through twelve through the process of starting and running real businesses over the course of a full academic year. Students work in close cooperation with local leaders of industry, community members, and educators to develop ideas and objectives, write business plans, pitch potential investors, obtain funding, register with governmental agencies, develop their brand identity and much more! By the end of the class, students own and operate fully functioning businesses that can be carried on after graduation. Students learn to make a job--not just take a job! YEA!'s™ direct mission is to help students embrace their passion, energy, creativity and talents, launch a venture, and view entrepreneurship as synonymous with success and freedom. In 2008, YEA!™ “spun-off” from the University of Rochester, where it was formed in 2004 with support from the Kauffman Foundation, to create its own not-for-profit corporation, YEA! Inc., which is currently launching sites in colleges, universities and high schools across the country to provide comprehensive, exciting entrepreneurship education, leadership development and innovation training to youth between the ages of 11 and 18 years old in the United States thereby making the program available to students at a variety of geographical regions, and providing them with skills they need to succeed in the 21st Century. For more information about the Young Entrepreneurs Academy, please call 585.272.3535 or visit www.yeausa.org

ATTENTION INVESTORS:

On Thursday, March 25th, the Young Entrepreneurs Academy will be holding their annual Investor Panel event at SUNY Geneseo!

One of the signature features of the YEA! Program is the Investor Panel event, where students pitch their business to secure start-up funding. The Investor Panel is an exciting “real-world” event that has received significant exposure in the media and the local business community. Each student business has 6 minutes to present its business plans to a panel of judges, or “investors”, made up of local business leaders and entrepreneurs before a real audience. Judges collaborate to decide how donated funds will be directed to each student business based on their potential for success. Awards are announced at the conclusion of the event. It is truly exciting and a great way for local businesses to support the leaders of tomorrow!

For more information, please contact Greg Foust, YEA! SUNY Geneseo Program Manager.

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