



# Legacy Associates Foundation's "Let's Start a Business" Youth Entrepreneur Program





# 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 (essay contest) & Tracking Program
  - “Let’s Start a Business” Youth Entrepreneur program
  - Internship Opportunities / Co-ops



# Legacy Associates Foundation's "Let's Start a Business" Youth Entrepreneur Program





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!





# Leadership & Counsel



*Caleb Rutledge*

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

**Occupation:** Midwest Account Director in Mobile Advertising and Marketing, AvantGo & Sybase 365; Owner of Four Seasons Lawn Care

**Email:** crutledge@legacyassociates.org



*Paul Riser*

**Founding Member**

**Occupation:** Self-employed

**Email:** priser@legacyassociates.org

*Curtis Blackwell II*

**Member Since 2007**

**Occupation:** Assistant Director of Youth Development, Think Detroit PAL

**Email:** cblackwell@legacyassociates.org







# Leadership & Counsel

LET'S START  
A BUSINESS  
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ENTREPRENEUR PROGRAM



*Joshua J. Griggs*

**Founding Member**

**Occupation:** CEO of Jmart Services

**Email:** jgriggs@legacyassociates.org

*Michael Thomas, Jr.*

**Chair of Economic Empowerment, Member Since 2007**

**Occupation:** Pharmaceutical Sales Representative, AstraZeneca

**Email:** mthomas@legacyassociates.org



*Marc Johnson*

**Founding Member**

**Occupation:** Real Estate Developer/Managing Partner for Hotel St. Regis, Strather & Associates

**Email:** mjohnson@legacyassociates.org



# Program Objectives



- Improve Academic Achievement
  - Reading, writing, and mathematics.
- Build & Support Positive Adult Relationships
  - Student – Teacher
  - Parent - Teacher
  - Student – Parent
- Career Exploration and Planning
- Active Learning, Out of the Classroom
- Positive Engagement, Self-Esteem, Skill Development



# Program Components / Delivery



- “Let’s Start a Business” workbook
  - Day-to-day lessons support and reinforce in-class teachings.
  - Exercises that practice mathematic calculations, reading comprehension, and problem solving/critical thinking.

Name \_\_\_\_\_

Remember! (Stay with the value of the problem value.)

Write the total value of the coins.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. Show 35¢ two ways. Draw the coins.

7. Match the coin to its name and value.

5¢		dime
10¢		penny
25¢		quarter
1¢		nickel

SBQal Project: Authentic Performance Task

Choose a person to record all of your group's thoughts as you discuss the scenario in the box below. No one's ideas should be excluded during brainstorming.

This is your chance to make a difference!

Your group has been hired by the Indiana Area School District to find ways to improve the school you attend. Your task is to collect data at your school about a situation, problem or issue which affects your school and is of interest to all of you. You will be expected to analyze the data and draw conclusions. You could consider how to improve any of the following: the school building, your education, the school environment, school services, student needs or student attitudes. These are just a few areas to explore. There are others - be creative!

The following are our group's ideas about how our school could be improved:

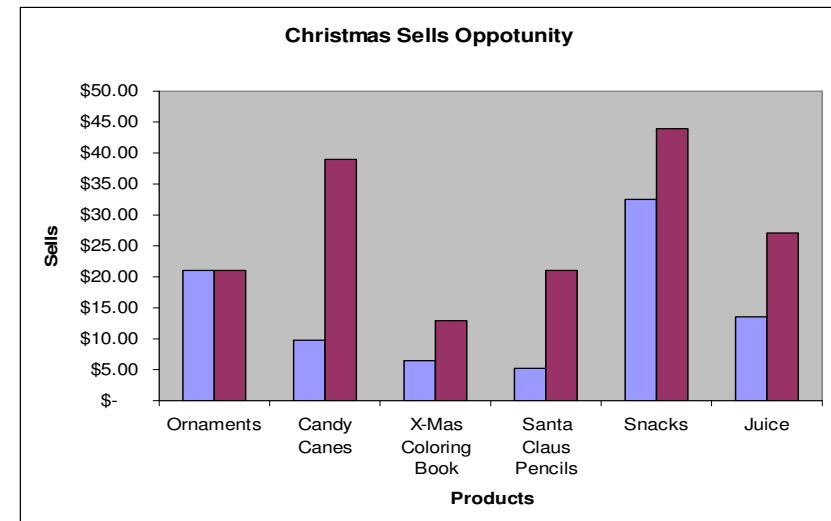
We have agreed to research the following situation, problem or issue that affects our school: \_\_\_\_\_

We find that this is an important topic because: \_\_\_\_\_

We can collect data by: \_\_\_\_\_

Below is a task and responsibility chart we created to help us organize our research:

TASK	TO BE DONE BY WHOM?	TO BE DONE BY WHEN? DONE
1. Decide upon a problem or issue to study	everyone in group	end of class today
2. Decide upon how data will be collected	everyone in group	end of class today
3. Collect data		
4		
5		
6		
7		
8		
9		
10		







## Program Components / Delivery



- “Let’s Start a Business” website
  - Complete lessons in the workbook or on the website.
  - High school students can complete competitive business writing assignments for DECA and Business Professionals of America.
    - Business plans
    - Business proposals
    - Business start-up plans and more.



# Program Components / Delivery



- “Let’s Start a Business” website

**LET'S START A BUSINESS**

Menu:  
Home  
Register  
Login

Welcome to the  
**Let's Start A Business Website**

To access, first [register a new account](#).

[Register >>](#)

If you already have an account, [login](#).

**LET'S START A BUSINESS**

Menu:  
Courses  
Logout

[Back](#)

**Entrepreneur & Business Skills**

This course has 5 lessons:

	Grade
<a href="#">Famous Black Entrepreneurs</a>	-
<a href="#">The Concept of a Business Opportunity</a>	-
<a href="#">Business Management</a>	-
<a href="#">Financial Management</a>	-
<a href="#">Marketine Your Business</a>	-

**LET'S START A BUSINESS**

Menu:  
Courses  
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**Entrepreneur & Business Skills**

**Financial Management**

**Costs for a hot dog stand**

Identify and list the start-up costs for a hot dog stand business including the following components:

1. Food
2. Condiments
3. Staffing (paid or unpaid)

How will you keep track of expenses and measure your profits?

[Continue >>](#)

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# Program Components / Delivery



- Entrepreneur & Business Panel Discussion
  - A panel of entrepreneurs and business men/women for your school's students or community youth group.





# Program Components / Delivery



- Youth Business Sells Opportunity
  - Aligning the sells opportunities with in-school high-traffic events i.e. Christmas program, parent/teacher meetings, Fun Day.
  - Out-of-school opportunities include IDBE's monthly entrepreneur conferences.
  - Students conduct a fundraiser & also have the opportunity to make money as a group or individual w/ Metro PCS sells.



Fifth Third Bank



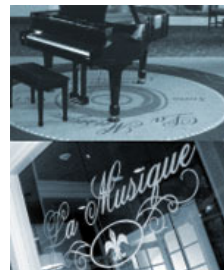




# Program Components / Delivery



- Weekend Retreat at the St. Regis Hotel
  - An overnight lock-in for students to engage and participate in business activities and exercises.
  - Professional development, life skills, and business and dining etiquette workshops.
  - Dining at La Musique and The Woodward Restaurant for a social dinner and business luncheon.
  - Visit various businesses i.e. bank, coffee shop, barber & beauty salon, law firm, restaurant, hotel, cell phone store and/or architectural firm.







# Program Components / Delivery



- Youth Entrepreneur Boot Camp
  - A partnership with the International Detroit Black Expo.
  - Memorial day weekend conference for students.

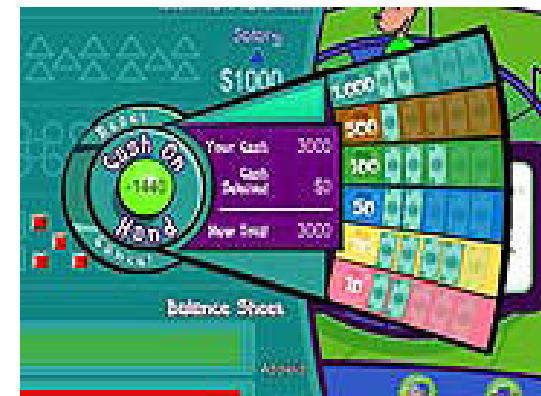




# Program Components / Delivery



- Cash Flow for Kids™ board game & computer game.
  - Learn financial management relevant to their lives.
  - They have fun and learn at the same time...keeps them engaged.



Cash On Hand device teaches children basic denominational change skills.



# Youth Programs



- Elementary (4<sup>th</sup> & 5<sup>th</sup>)
  - Financial Management
  - Entrepreneurship 101 – Basic business lessons
  - Entrepreneurship 201 – Hands on management, marketing, and sells experience.
- Middle School
  - Financial Management
  - Entrepreneurship 101 – Basic business lessons
  - Entrepreneurship 201 – Hands on management, marketing, and sells experience.
- High School
  - Business Writing Assignment Consultation & Development for DECA and Business Professionals of America
  - Business Plan Development & Competition
  - Entrepreneurship 201 – Hands on management, marketing, and sells experience.



# Assessment & Evaluation



Core Competency	LSaB Program Objectives	Assessment & Evaluation Activities	Outcome
<b>Academic Achievement</b>	<ol style="list-style-type: none"> <li>Each student will exhibit satisfactory <i>reading skills</i> through completion of assignments.</li> <li>Each student will exhibit <i>writing skills</i> by completing Let's Start a Business workbook.</li> <li>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>	Business Plan
<b>Building Positive Adult Relationships</b>	<ol style="list-style-type: none"> <li>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>	Student Personal Network Satisfaction Survey Completions



# Assessment & Evaluation



<b>Career Exploration and Planning</b>	1.Implement exploratory opportunities in order to inform and educate students about entrepreneurial career paths.	Students will complete evaluations based on career interests and planning resources.	Based on evaluations, LAF will provide entrepreneurial career panels and forums for youth. Student Personal Network
<b>Out of Classroom Active Learning</b>	1.Assist student-led events and activities to apply learned entrepreneurial skills. 2.Enable student exposure and awareness of various business concepts and environments.	Students will apply skills through purchasing, selling, and marketing strategies. Students will exercise and practice entrepreneurial methods during interactive Cash Flow Lesson.	Business Plan Application Hands on Business Experience Professional Business Observations
<b>Positive Engagement &amp; Self-Esteem Skill Development</b>	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.	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.	Student Satisfaction Survey completions.





# Partners



## Community Partners

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

## Business Partners

- Digital Advantage
- Beans & Bytes cyber café
- St. Regis Hotel
- The Java Xchange
- City Suites, Inc.
- Jefferson East Business Association
- Comerica Bank
- State Farm
- Fifth-Third Bank
- Captain D's Seafood Restaurant
- Papa John's Pizza



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