



Creating a Prosperity Pipeline for Franklin County-North Quabbin YOUTH



ABOUT	BizTour	BizQuiz	BizIdea	BizPlan	BizAwards	BizKamp	BizLaunch
<p>Our region needs jobs. Entrepreneurs create jobs. Who creates entrepreneurs?</p> <p>With your support, BizVenture is helping teens & young adults ages 13-22 learn how to create jobs via self-employment, small business & entrepreneurship.</p>	<p>EXPOSE School assemblies and tabling, Facebook & email blasts, community events, media splashes.</p>	<p>EVALUATE Youth take an on-line quiz to test their business knowledge, assess their entrepreneurial readiness.</p>	<p>EXPLORE Youth submit a business idea on-line for public review and create a table display and elevator pitch.</p>	<p>EXPAND Youth submit a business plan and presentation on-line and create a table display and elevator pitch.</p>	<p>COMPETE Youth present their displays and pitches to teams of judges and receive cash awards at big public event.</p>	<p>LEARN Award winners receive week-long, hands-on training in how to start and operate their own business.</p>	<p>LAUNCH Youth receive guidance and support as they launch and grow their new venture.</p>

BizVenture Series 2011

Final Report



2,250 youth 9 months 30 towns 894 square miles \$6,172 cash spent

BizTour (November 1, 2010-May 31, 2011)

- 2,120 Golden Tickets given to youth at school assemblies, workshops, a conference, and career & health fairs.
- 72 private-labeled chocolate “BizBars” awarded to youth answering business trivia questions
- 4 lbs. of rock candies to given to youth taking the practice BizQuiz on laptop
- 827 youth attended 5 40-min. multimedia assemblies at school, conference, library, agency
- Distributed 58 posters, 1,317 flyers, 2,288 rack cards, 3,853 handbills to 174 locations in 22 of 30 rural towns served by the Series
- 66 youth registered for the Series on-line from the towns of Ashfield, Athol, Buckland, Colrain, Deerfield, Greenfield, Heath, Montague, Orange, Petersham, Shelburne, Wendell (Greenfield, Montague and Orange accounted for 64% of these)
- 44% female, 56% male; ages 13-15: 34%, ages 16-18: 60%, ages 19-22: 22%
- 41% heard about the Series from our staff, 29% from school/teacher, 6% from other agencies
- Series website had 1,045 unique visitors, 1,625 visits, 11,326 pages visited, 51,317 hits
- 72 youth & adults ‘liked’ the BizVenture Facebook page and postings on the page were viewed 7,248 times



BizQuiz (November 1, 2010-May 31, 2011)

- 47 youth took the BizQuiz, answering 43 questions about their business attitudes, knowledge, and readiness
- 53% said that owning their own business as a career option held the most appeal
- 29% said they felt they knew enough about business to start their own business and make a profit
- 56% (13 out of 23) was the average of business knowledge questions answered correctly
- 27% have completed a business class or workshop
- 77% hope to learn more about business
- 19% said they planned to earn their living in this region, 12% in this state, 21% outside the state, 48% were uncertain

BizIdea (November 1, 2010-May 31, 2011)

- 13 youth from 6 towns entered 8 business ideas
- Ideas: daycare for disabled children, solar-powered arcade, computer repair service, restaurant, discount fashion store, formal attire store, business consulting, ergonomic messenger bag

BizPlan (November 1, 2010-May 31, 2011)

- 2 youth entered BizPlans but neither was eligible due to age or geography

(over)



BizAwards (June 9, 2011 at French King Entertainment Center, Erving, MA)

- 25 adults and youth attended, less than expected due to severe storm
- 3 volunteers from the business community judged BizIdeas, BizPitches and BizBoards
- Music and sound system provided by DJ BFK from our own Phi Harmonix Studio
- MC'd by YES alumna ('06), Ben Simon, of Wendell, Babson College '14
- Overview of BizVenture, entrepreneurship by Tim Cohen-Mitchell, YES' Founder & CEO
- 1 Flip HD video camera was awarded in the BizQuiz drawing
- \$400 in cash and U.S. savings bonds were awarded in BizTour Golden Ticket drawing
- 1 youth college-bound youth to receive iPad from Illinois Institute of Technology
- 1 silent auction raised \$77 from items donated by 6 businesses (\$145) retail value
- \$625 cash and certificates were awarded to 4 youth for their 3 BizIdeas and special category awards (creative, green, social)
- Promo performance by Josiah Tyler for new 'positive rap' CD, *Business Unusual*, recorded at our own Phil Harmonix Studio
- *Confessions of a Young Entrepreneur* by YES alumna ('01), Greg Stewart, of Turners Falls, owner of MP3J, a digital DJ business



BizKamp (June 27-July 2, 2011 at Turners Falls, MA, Orange, MA, NY, NY, and Greenfield, MA)

- Covered 16 chapters of the NFTE *Fundamentals* curriculum over 4 days
- 2 youth completed BizPlans on the Series' website to enter in Series 2012 BizPlan contest
- 2 youth presented their BizPlans (salon and label removal formula) and received certificates
- 1 youth sold a week's worth of her interior decorating services
- 6 youth took a BizTrip to NY, NY to purchase items in Broadway and 29th wholesale district
- Met with accessories designer (NFTE alumna), Barbara Campbell, at her Brooklyn, NY studio
- 15 youth made \$501 in gross sales at YES table at Greenfield, MA July 4th Celebration



Series Supporters (* = number of Series supported to date)

Underwriters (\$1,000+)

Community Foundation of Western Massachusetts*
TD Bank Charitable Foundation**
AmeriCorps Job Ready Program*
Federal Work-Study Program, UMASS, Amherst**

Menda Waters Tax & Accounting Services*
The White Elephant*

Silver Sponsors (\$500-\$749)

Bobby Campbell Radio/ DJ Service*

Donors (\$10-\$99)

Sun and Moon Originals*

Bronze Sponsors (\$250-\$499)

Communities That Care Coalition**

Donors (in-kind)

Sun and Moon Originals*
The White Elephant*
Phil Corrinet**
YES BizCenter**
Illinois Institute of Technology**
Amber Ortiz Houghton**
Kringle Candle Co.*
Rooster's Bistro
Northfield Creamie

Special Award Sponsors (\$100-\$249)

Greenfield Cooperative Bank*
Ashfield Hardware*
The Anonymous Organization
Robert Raymond

All About Beads*
Fashion Bug*
2nd Street Baking Co.

Organizing Committee

David Ames, Town Manager
Carol Giguere, Teacher
Rick Kwiatkowski, Town Administrator
Amber Ortiz Houghton
Zita Rasid, Co-Owner
Annie Tierney, Community Projects Coordinator
Erin Meyers, Program Director
Tammy-Lynn Chace, Executive Director
Noel Vincent, Co-Owner

Town of Athol
Mahar Regional School
Town of Orange
The Literacy Project, Franklin Hampshire REB
Orange Innovation Center
Community Action! Youth Programs
Brick House Community Resource Center
North Quabbin Chamber of Commerce
Orange Innovation Center

Staff & Volunteers

Tim Cohen-Mitchell, Director
David Wiles (YES '05), Web Developer, Backslash Studios
Joshua Nichols, Graphic Design, YES Intern/MWCC
Jacqui Bergert (YES '06), Publicity & Events, YES Member
Amber Ortiz Houghton, Events, YES President

Tyler Sweeney & Diana Wheeler, Coordinators
Rondale Davis, Sponsorships, YES Intern/UMASS, Amherst
Nick Sweeney (YES '08), BizTour MC, YES Member
Josh Davoren (YES '02), Events, YES Member

Partners

Town of Orange
The Literacy Project
The Thrive Project
Four Rivers Public Charter School
North Quabbin Young Leaders Council
Franklin County Chamber of Commerce
Global Entrepreneurship Week-USA
Community Action! Youth Programs
Orange Innovation Center

Town of Athol
The Brick House Community Resource Center
Ralph C. Mahar Regional Schools (middle and high)
Mount Wachusett Community College
North Quabbin Chamber of Commerce
Network for Teaching Entrepreneurship
Franklin County Community Development Corp.
Franklin Hampshire Career Center/REB

MISSION

Young Entrepreneurs Society is a 501(c)3 non-profit organization founded in Orange, MA in 1998. YES has helped over 2,000 teens and young adults in Franklin County-North Quabbin ages 13-22 find and follow their own paths to prosperity through entrepreneurship, job readiness and financial education.

PROGRAMS

BizVenture Series, Odd Job Squad

SOCIAL ENTERPRISE VENTURES

YES BizCenter, Phil Harmonix Studio
YES Ink

BOARD OF DIRECTORS

Robert "Bobby C" Campbell, WHAI FM
Amber Ortiz, The Literacy Project & FHREB
Erin Pollard, Student
Jerry Whaland (YES '99), Entrepreneur

STAFF

Tim Cohen-Mitchell, CEO & Founder
Bobby Falco-Killoran, Manager
Phil Harmonix Studio
Tyler Sweeney, Program Coordinator
Devin Vautour, Manager, YES BizCenter
Katie Marble, Manager, YES BizCenter
Diane Bouley, Manager, YES Ink