



# YEP

## *Young Entrepreneurship Program*

### **Building Businesses**

Learn how to successfully develop creative business plans that grow into profitable enterprises. Acquire the skills, knowledge and attitudes that will enable you to think and act with confidence and market savvy. The foundation of business success begins with effective planning. It results from the analysis of market trends, the application of solid business criteria, the ability to form a strong management team and the knowledge involved in skillful financial planning. Regardless of the type of business you are pursuing, when you learn to apply these business-planning skills and proven entrepreneurial techniques you are preparing yourself for genuine success in the business world.

*Today isn't over and tomorrow hasn't gotten here.  
This is your race, how will you train?*

# YEP *Young Entrepreneurship Program*

## **Mission**

To define the word “Character” and help the individuals that participate in the program apply its definition to their unique individual personalities and entrepreneurial dreams. To introduce integrity, morals, ethics, and humility into a working strategy that will provide a basis for sound and solid decision-making. To build future business owners and leaders in our community that will strive for excellence and create a legacy.

## **Goal**

To provide an array of resources that young people can partake of and apply so their dreams, purpose and destiny can become a reality. To allow them the opportunity to get and be prepared to overcome any obstacle that may impede their predetermined successes. To lay a solid foundation for their future businesses to build on.

## **Objective**

To listen to the concerns and challenges that today's youth are face with on a daily basis. To identify a systematic approach that can be applied to the situations so they will not become a permanent barrier and stunt the growth of their dreams and aspirations. To utilize the skills and work ethics of those who have traveled the paths prior to these young men and women and help them to cultivate an approach that will be effective for them to apply for their success.

## **What to Expect**

Learn how to successfully develop creative business plans that grow into profitable enterprises. Acquire the skills, knowledge and attitudes that will enable you to think and act with confidence and market savvy. The foundation of business success begins with effective planning, learn how to reinforce and strengthen this foundation. It results from the analysis of market trends, the application of solid business criteria, the ability to form a strong management team and the knowledge involved in skillful financial planning.



Regardless of the type of business you are pursuing, when you learn to apply basic business principles and reinforce proven business-planning skills and entrepreneurial techniques, you are preparing yourself for success in the business world.

## **Topics Include**

- Characteristics of the entrepreneur
- Finding your best traits and applying them in business
- Basic business skills
- Attitudes of a successful entrepreneur and leader
- Feasibility studies and market analysis
- Designing a strategy for marketing, advertising and sales
- Creating a business plan
- Creative ways to obtain financing