

YOUTH ENTREPRENEUR PROGRAM (YEP)

The **National Black Business Council** (NBBC) and **Institute of the National Black Business Council** (INBBC), in partnership with both the **Black Business Association** (BBA Los Angeles) and the **Baldwin Hills Youth Association** (BHYA), cordially invite you to become a corporate sponsor of this exciting initiative. Our organizations have played a vital role in the lives of the underserved communities for over 40 years. YEP is an initiative to provide entrepreneurial training, financial literacy, business and life skills to underserved youth by making Community Technologies Centers (CTC), available to students between the ages of 11 and 15 years old.

National statistics show that each year an unacceptably high number of American youth in underserved communities fail to develop the academic, social and citizenship skills necessary to compete *and succeed* in today's society. Today, more than ever, in a knowledge-based economy, it is knowledge that matters. Our community based program will be another mechanism of closing both the economic and digital divide through entrepreneurial training and technology. If we as partners are effective, we will pass on to our children, and they to theirs, a stronger household, community, state and nation.

Sponsorships, grants and donations will help foster and facilitate an environment of positive youth practices and programs. These programs will focus on basic life skills, computer skills, economic knowledge, financial strategy, business operations and technology management. By the end of the program, the students will have both the theoretical and practical experience for exemplifying teamwork, leadership, citizenship. Leadership, involvement *and action* will clearly show our commitment to closing the economic and digital divide that exists in our country.

We humbly request financial support as well as professional volunteers from organizations to participate.

Please contact Roz Pennington, President/CEO of the NBBC/INBBC at 310-568-5045 for more information on how to get involved in this program.



Youth Entrepreneurial Program

The success of this program is measured after each module. Students are tracked and evaluated. Passing scores must be attained before a student can move to the next module. Course evaluations are completed by the instructors, students and administrative staff.

Module 1 - This curriculum teaches basic business tool usage and the fundamentals and practicality of starting a business. By the end of this module students will understand marketing basics and best practices, have the ability to analyze companies that have failed, determine what businesses create value, advertise the sale of goods and services, and understand the importance of quality (i.e., products and services, their management team and bankers). Students will also learn what it means to be an entrepreneur, and how to use their unique skills and talents to start a small business venture.

1. What is an Entrepreneur?
2. Characteristics of the Successful Entrepreneur
3. Selecting Your Business
4. Product / Service Development
5. Cost of Starting and Operating Your Business

6. Technology Resources / Technical and Financial Tools

Module 2 - This curriculum teaches the fundamentals of business startup and money management. By the end of this module, students will know and understand the need for managing finances and e-banking. Students will open an account; learn about equity; debit cards vs. credit cards; and how to work with a Banker.

1. Cost / Assets & Liabilities
2. Keeping Good Records
3. Credit Applications, Reporting, Credit Scoring
4. Identify a Bank
5. Open a Bank Account
6. Different Types of Credit (Benefits vs. Pitfalls)

Module 3 - This curriculum teaches the fundamentals of the basic financial and bookkeeping structure. It will reinforce core academic learning in Math, Language Arts and Economics. By the end of this module, students will understand the business record-keeping basics, the relationship between cash & cash flow, profitability, return on equity, business growth, selling, general and administrative expenses.

1. Create a Budget / Forecasting
2. Income Statement
3. Balance Sheet and Debt Reduction in Plan
4. Bill Paying – (Receivables / Payables)
5. Cash Flow Statement (Profit vs. Loss)
6. Inventory / Invoicing

Module 4 - This curriculum teaches the fundamentals of business preparation. By the end of this module, students will understand day-to-day decision making, supplier/vendor of choice, business references, retaining core customers, customer relationship management, partnership, alliances, networking, sales performance, keeping customers loyal, understanding quality and productivity and groundwork needed for running a successful business.

1. Company Startup - Sole Proprietorship / Corporation
2. Business / Marketing Plan
3. Market Research – What is Marketing?
4. Selling / Sales Calls
5. Negotiation
6. Satisfying Consumer / Customer Services

Module 5 - This curriculum teaches the basics of managing a business. By the end of this module, students will know business, financial and marketing needs of running a business and determining who has the market share, fixed assets and working capital, cash generation, bank loans, shareholders and debt or equity capital.

1. Financing – Borrow, Self-Finance or A/R Financing
2. Raising Capital
3. Business Communications
4. Advertising and Publicity
5. Competitive Advantage
6. Marketing / Sales Presentation/Website

Module 6 - This curriculum teaches the practicality of business operation and management. By the end of this module, students can identify the functions and operations of major business units within a company. Business ethics and practices will be taught and implemented through the Internship with local businesses for 15 year olds.

1. Business Attire
2. Interviewing Skills
3. Time Management / Operational Efficiency
4. Selecting a Management Team / Organization Chart
5. Business Networking and Relationship Building
6. Diversity – The Business Case

Please complete the below form to let us know that we can count on your support.

Name: _____

Title: _____

Company: _____

Telephone: _____

E-mail: _____

PLATINUM PARTNER \$10,000

½ page advertisement in newsletter and Link on NBBC Website; Company Feature on Website and Newsletter

GOLD PARTNER \$5,000

¼ page advertisement in newsletter and Link on NBBC Website

SILVER PARTNER \$3,000

Link on NBBC Website

IN KIND _____

Please fax this page to (310) 417-7991

OR

Mail this page to our West Coast office:

National Black Business Council, Attention: Roz Pennington, 600 Corporate Pointe, Suite 1010
Culver City, CA 90230 Telephone: 310-568-5045

OR

Email form to nbbc.admin@nbbc.org