

A photograph of a teal double door with ornate metalwork, set in a stone archway. The door features intricate designs, including a central circular motif with a cross-like pattern. The door is set in a stone archway, and the surrounding wall is made of dark stone blocks. The text "Young Entrepreneur Showcase" is overlaid at the top in white, and "April 27, 2019" is overlaid below it in red. At the bottom, "Generation E Institute" is overlaid in red.

# Young Entrepreneur Showcase

April 27, 2019

Generation E Institute



Dear Student Entrepreneurs and Families,

The Generation E Institute is excited and proud to announce the Y5-12 **2019 Young Entrepreneur Showcase** and you are invited! This remarkable event will be held on April 27, from 10:00 am until 2:00 pm, at Monroe High School, 901 Herr Road, Monroe MI 48161.

This past year, GenEI transitioned from its location in Battle Creek, MI to Monroe, MI. While it has a new location and new Board of Directors, its mission to ignite the entrepreneurial spirit with community programs that inspire and guide creative thinking, to compete in tomorrow's economy has not changed. GenEI instills an entrepreneurial mindset in students, fostering the next generation of leaders and innovators in our communities has not changed. In GenEI participating schools, students are provided with opportunities to learn and practice entrepreneurial skills throughout their school careers. This learning involves critical thinking exercises, problem solving activities, and researching ideas based upon a student's interests and career pathway to create their very own business venture. These students have been guided through the process of developing business models based upon their ideas. As young entrepreneurs, these students have created their own products, prototypes, and services to share with the public at the **2019 Young Entrepreneur Showcase**.

Students, we hope you will consider showcasing your business on April 27! Families, we hope your student will participate in this event so we can celebrate his/her learning, hard work, and entrepreneurial endeavor! On this day student entrepreneurs from around the state, their families, and staff, as well as community members and local business leaders will come together to share in our students' success. All attendees will have the opportunity to purchase products and services offered by our young entrepreneurs.

**To Register, please visit <https://www.genei.org/showcase-student-registration> by March 25, 2019.**

Each participating entrepreneur will receive a medallion and a certificate to serve as keepsakes of this memorable day! Monetary awards and rosette ribbon awards will be given to honor businesses that score the highest in the categories as listed on the back page.

If you would like to learn more about the **Generation E Institute Young Entrepreneur Showcase** please read on! We know that our students are the future inventors, designers, big-picture thinkers, and meaning makers needed to make a positive difference in the legacy of our communities. We believe our students will graduate with a strong academic foundation, along with the important 21st century skills they need to be college, career, and citizenship ready. We are eager to celebrate with you at the **Generation E Institute Young Entrepreneur Showcase** on April 27, 2019!

**Generation E Institute Board of Directors**

Florence Buchanan  
Dr. Julie Everly  
Kathy Eighmey  
Tim Lake  
Floreine Mentel  
Bob Yeo



# Young Entrepreneur Showcase Information

Set-up on Friday, April 26

- Young entrepreneurs may come to Monroe High School on Friday, April 26, between 3:00 pm and 8:00 pm to set up their business.
- Please enter through the main entrance. A staff member or community volunteer will check entrepreneurs in.
- Generation EI will provide each student business with a table, table linen, pens, paper, 2 chairs and a money bag containing \$5.00 in change.
- If you cannot attend the designated set-up time, please speak with your teacher or school representative about alternative arrangements.

Itinerary for April 27

- 9:30 Young Entrepreneurs will arrive at Monroe High School to prepare for the day.  
Be dressed for success!
- 10:00 Opening Ceremony featuring keynote speaker will begin in the auditorium.
- 10:30 Young entrepreneurs will share information about their business to our judges for scoring.
- 11:00 Entrepreneurs will share information and have the opportunity to sell their product or service with the public.
- 1:00 Purchasing of products and services ends. Entrepreneurs will check-out with one of our staff members or community volunteers.
- 1:30 Awards Ceremony will begin.

## LUNCH

Lunch will be provided and delivered to each entrepreneur at their table.  
Lunch will also be available for guests to purchase.

Financial Guidelines

- Young entrepreneurs may need to take loans (either from their school or their family) to manufacture their products.
- All loans will need to be reimbursed to the lender from the entrepreneur's profit.
- Entrepreneurs will donate 10% of their remaining profit to one of the following charities: Humane Society, Oaks of Righteousness\*, Make-A-Wish, or Special Olympics.
- All financial calculations and documentation will be completed by MPS staff or community volunteers at the time of check-out.
- Any remaining profit is kept by the entrepreneur.

\*The Oaks of Righteousness is a Monroe, MI faith-based non-profit that provides a Café, Emergency Food Pantry, Clothes Closet, Life Skills Training, Homeless Shelter, Men's Class, Grief Support, Alcoholics Anonymous, Gambling Anonymous and Heroin Anonymous.

We are here for you!

If you need assistance with transportation, dressing for success, business set-up, or anything else, please contact your student's school.

# Criteria for Entrepreneurs

Each entrepreneur's business must include the following:

- A display that includes your business name, logo, and pricing information (this could be a trifold board)
- A display that is creative, neat, and aesthetically pleasing
- At least 1 form of advertising, such as a website, social media page, video/commercial, flyer, coupons, business card, poster (if your advertising is digital, please plan to bring a device to display it; if it is printed, please have copies available)
- If offering a service, information about your service needs to be available to customers
- If creating a product, have a prototype or model. If you wish to sell, bring a supply to sell or the appropriate order form.
- For 7<sup>th</sup>-12<sup>th</sup> grade entrepreneurs,
  - **Business plan** – A copy of your business plan must be available at the showcase
  - **Business card** – A copy of your business card must be available at the showcase
  - **Elevator pitch** - 30-60 second product or service pitch.
- All students 8<sup>th</sup> grade and under must have an adult present at their booth.



## Inquiring Minds Want to Know, So Be Ready!

Be prepared to share information about your product or service, a belief in your product or service, and your experience with the entrepreneurial process with judges and the public!

## Awards

### Young Fives – Sixth Grade

An award of **\$200** will be given to the **Best Overall Business**.

Awards of **\$100** will be given to the top business in each of the following categories.

- Best Product/Service
- Best Advertising
- Best Display
- Best Business Idea
- Best Professional Etiquette

Rosettes will be given to businesses receiving Honorable Mention in all of the above categories.

### Seventh Grade – Twelfth Grade

An award of **\$200** will be given to the **Best Overall Business**.

Awards of **\$100** will be given to the top business in each of the following categories.

- Best Product/Service
- Best Advertising
- Best Display
- Best Business Plan
- Best Product Pitch

Rosettes will be given to businesses receiving Honorable Mention in all of the above categories.