

Young Entrepreneurs Academy at SUNY Geneseo

Status of Students

Investor Panel Preparation

The YEA! Geneseo students are polishing their business plans and PowerPoint presentations for the upcoming Investor Panel event on March 6, 2008 in Wadsworth Auditorium on the SUNY Geneseo campus. In addition to Steve Sauer, President of Toshiba Business Solutions New York and Geneseo alumnus, other prominent businesspeople will attend, such as Terence Rafferty, President of Time Warner Cable Rochester Division and Mark Assini, Marketing Manager for American Rock Salt. SUNY Geneseo President Christopher Dahl and Mary Ellen Zuckerman, Dean of the Business School at Geneseo, will also attend the event.

The YEA! Geneseo class attended the University of Rochester's YEA! Investor Panel event on Wednesday, January 16, 2008. Geneseo students watched the UR class present their business plans and request a specific dollar amount from the investors to launch their enterprises. The Geneseo class also had the opportunity to preview some of the tough questions that the Panel asks about each of the business plans.

Livingston County Clerk's Office Fieldtrip

On January 9, 2008, the YEA! class took a fieldtrip to the Livingston County Clerk's Office. Students searched through the ledgers to ensure that their business names were not already taken. They submitted their DBAs to protect their business names from others in Livingston County. While at the office, they had the opportunity to meet Livingston County Clerk James Culbertson. The student gave Mr. Culbertson their "elevator pitch," and discussed each of their businesses with him. Media coverage included an article on the front page of the business section in the paper, *Livingston County News* (see Appendix A). Students not filing DBAs in Livingston County submitted their DBAs via mail to their appropriate County Clerk's Offices.



Appendix A: Livingston County News Article

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Mark Gillespie/Livingston County News

From right to left, Ian Peterson, Veronica Gauer, Jerrica Gascon, Brent Carlson and Leah Peterson check their business names against existing companies listed at the Livingston County Clerk's Office.

YOUNG ENTREPRENEURS ACADEMY

IN BUSINESS FOR THEMSELVES

Students develop and build companies that earn real, hard cash

BY MARK GILLESPIE
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Ian Peterson, Matt McClure and Josh Etheridge are starting a social networking website — like the popular Facebook or MySpace — where musicians can find jam sessions, gigs, or extra players to fill sudden vacancies.

Leah Peterson has founded a company called Kliks, which allows any social clique at a high school design and order their own T-shirts online.

Brent Carlson and Jerrica Gascon are hoping ski buffs will be drawn to Monster Excursions, which sets up school trips.

Veronica Gauer is opening Suite Dreams, a web-based business that lets young users design their own virtual rooms — and order products that make the rooms a reality.

This is not a classroom make-believe exercise. These are real businesses — among 13 founded by students in this year's Young Entrepreneurs Academy.

Through a partnership between SUNY Geneseo and the University of Rochester, the program brings students in grades 6-12 from throughout Livingston County

together once a week — to develop business plans, raising capital, launching a company and bringing in real profits.

"It's a nine-month course in how to launch an enterprise — how to turn an idea into something that creates value, either financially, culturally or socially," said program director Gayle Yagel.

Twenty-two students were chosen from a competitive interview process. One of the first excursions was a tour of the American Rock Salt mine.

Anthony Barone, director of medical services clinical operations for Excellus BlueCross BlueShield, teaches the class.

Last week, the students were at the Livingston County Clerk's Office filing "Doing Business As" forms to officially list the business names on record.

Some will file as sole proprietors, while others will file as partnerships — based on class discussions of which type of business would suit their concept.

"These students are getting outstanding real-world experience," remarked County Clerk Jim Culbertson, an annual supporter of the program.

In February, SUNY Geneseo alumnus Steven Sauer, president of Toshiba Business Solutions New York, will lead an investors panel. Students will have to pitch their ideas to local investors who will decide if projects are worthy of support with start-up money.

"The program teaches networking and

building relationships, problem-solving, risk-taking and leadership," said Yagel. "We teach the idea of making a job, rather than taking a job."

Though the program has been around at U of R for four years, this is its first year in Geneseo. Yagel said RIT plans to expand the program to colleges and universities around the country.

The program is funded by the Ewing Marion Kauffman Foundation and the Finger Lakes WIRED Initiative.

YEA! Class of 2008

ALEXANDER — Jason Helenbrook, 12th grade; and Cody Herman, 12th grade

AVON — Brenton Carlson, 9th grade

CALEDONIA-MUMFORD — Christopher Finley, 12th grade; and James Kemnitz, 11th grade

GENESEO — Kevin Lin, 12th grade; Matthew McClure, 8th grade; Leah Peterson, 12th grade; and Ian Peterson, 8th grade

HOME SCHOOL — Josh Etheridge, 9th grade; and Veronica Gauer, 9th grade

HONEOYE FALLS-LIMA — Emily Alati, 11th grade; Kristina Chartrand, 11th grade; Chloe Clark, 11th grade; Kera Marchesse, 12th grade; Jason Simmons, 11th grade; and Kristin Spangenberg, 11th grade

KESHEQUA — John Johnson, 12th grade

LIVONIA — Jerrica Gascon, 11th grade

NOTRE DAME ACADEMY — Mark Fanton, 12th grade; and Carson Hassett, 12th grade

PAVILION — Zach Eghmey, 12th grade; and Katelyn Parmenter, 12th grade.