



**ELEVATE
TO
ENTREPRENUERSHIP**



GROUND- BREAKING PROGRAM

8 WEEKS



**Designed to
Promote
Entrepreneurship**

ELEVATE is a groundbreaking and exciting program that transforms local middle and high school students into real, confident entrepreneurs. An 8-week long program, students in grades 6-12 generate business ideas, conduct market research, write business plans, pitch to a panel of investors, and launch their very own companies.

OUR MISSION

The Star Wright Foundation's Entrepreneurship Program (Elevate to Entrepreneurship) offers first-hand experience in the evolving world of business for women in the 21st century. Through our program, we seek to build business acumen, as well as foster confidence, perseverance, leadership and creativity in each of our participants.



62%

OF US BILLIONAIRES ARE SELF
MADE

26%
...

OF ENTREPRENEURS SAY THEIR
BIGGEST MOTIVATION FOR
STARTING THEIR OWN BUSINESS
WAS THE IDEA OF BEING THEIR
OWN BOSS

50%

MORE THAN 50% OF COMPANIES
STARTED IN A GARAGE OR BASEMENT

Studies Show

ELEVATE TO ENTREPRENEURSHIP



Under the instruction and mentorship of business educators and professionals, Elevate's curriculum engages participants as they learn and work collaboratively to: develop and present a business plan; gain exposure to the process for developing product and service concepts; learn financial and marketing basics, and strengthen their problem-solving and innovation skills.

COMMUNITY IMPACTS



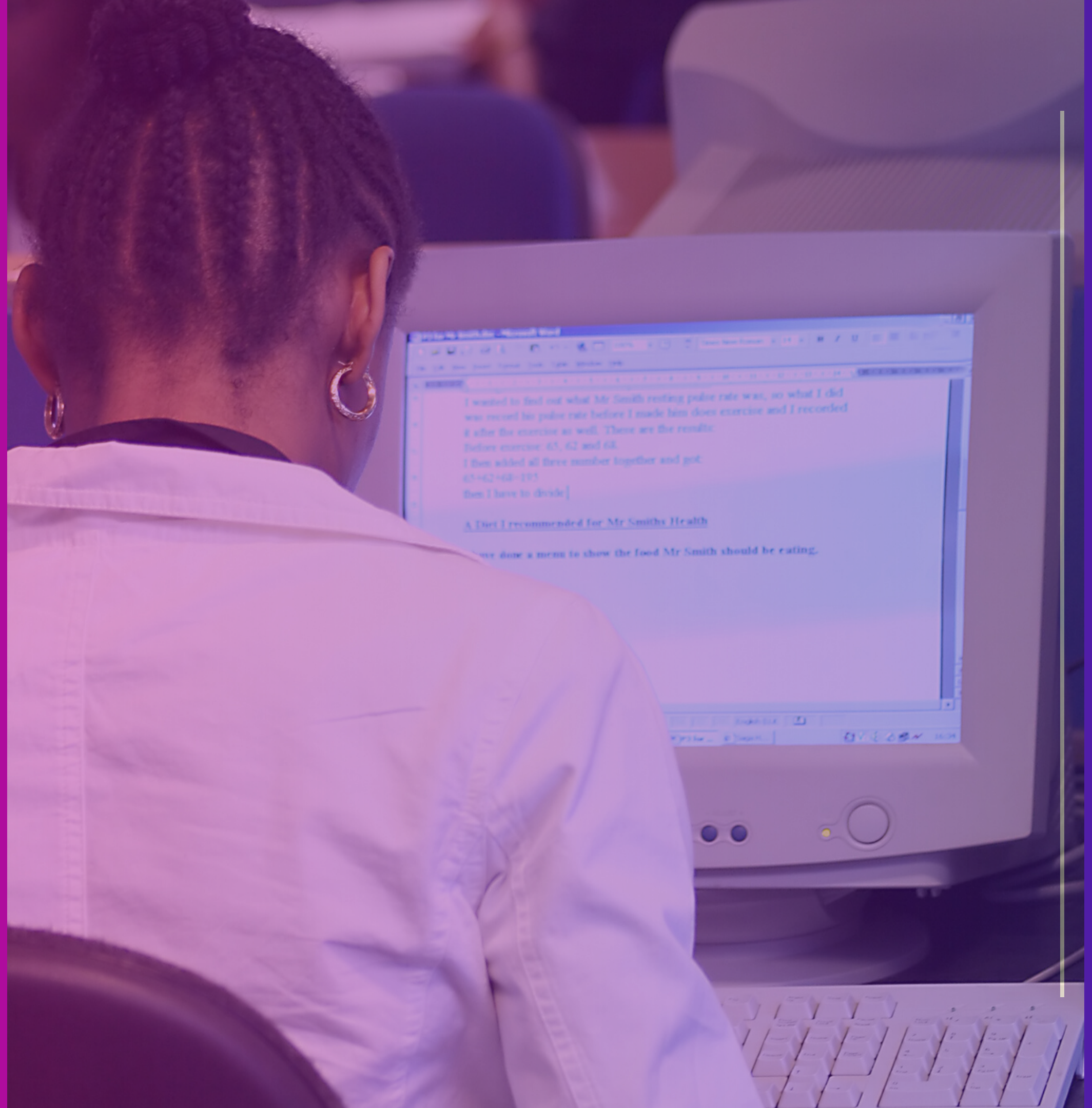
ELEVATE TO ENTREPRENEURSHIP IS A LIFE-CHANGING PROGRAM THAT POSITIVELY IMPACTS THE ENTIRE COMMUNITY. FROM EXCITING LOCAL BUSINESS GUEST LECTURERS TO DYNAMIC FIELD TRIPS TO LOCAL COMPANIES, STUDENTS LEARN HOW TO DEVELOP AND RUN A REAL ENTERPRISE IN A FUN, PROJECTS-BASED APPROACH.

KEY PROGRAM



OBJECTIVES:

- Understanding the relationship between successful innovations and consumer value
- Acquiring real entrepreneurial experience in pitching a concept to potential investors
- Gaining exposure to marketing research
- Developing a detailed business plan
- Engaging with leading industry executives



ULTIMATE GOAL



The goal of ELEVATE is for each student to successfully launch their own business.