



UNITED STATES ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP
2015 EXCELLENCE IN ENTREPRENEURSHIP EDUCATION AWARDS NOMINATION

— *for* —

OUTSTANDING SPECIALTY ENTREPRENEURSHIP PROGRAM

— *from* —

YOUNG ENTREPRENEURS FOR LEADERSHIP & SUSTAINABILITY SUMMER PROGRAM
CENTER FOR ENTREPRENEURSHIP AND INNOVATION
UNIVERSITY OF FLORIDA



UF Young Entrepreneurs for
Leadership & Sustainability

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CENTER FOR ENTREPRENEURSHIP AND INNOVATION | Warrington College of Business Administration | University of Florida

YELS is a summer program
for high school students
at the **University of Florida**

The program lasts **five weeks**,
and in those five weeks
students will learn
how to change the world.



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The YELS experience

High school students spend 5 weeks learning about and practicing entrepreneurship, social entrepreneurship, leadership & sustainability

- Earn credit for 2 college level courses
 - › Exploring Entrepreneurship
 - › Social Problems & Solutions

- Contribute more than 75 hours of community service
 - › Meets requirements for high school graduation, IB & college scholarships

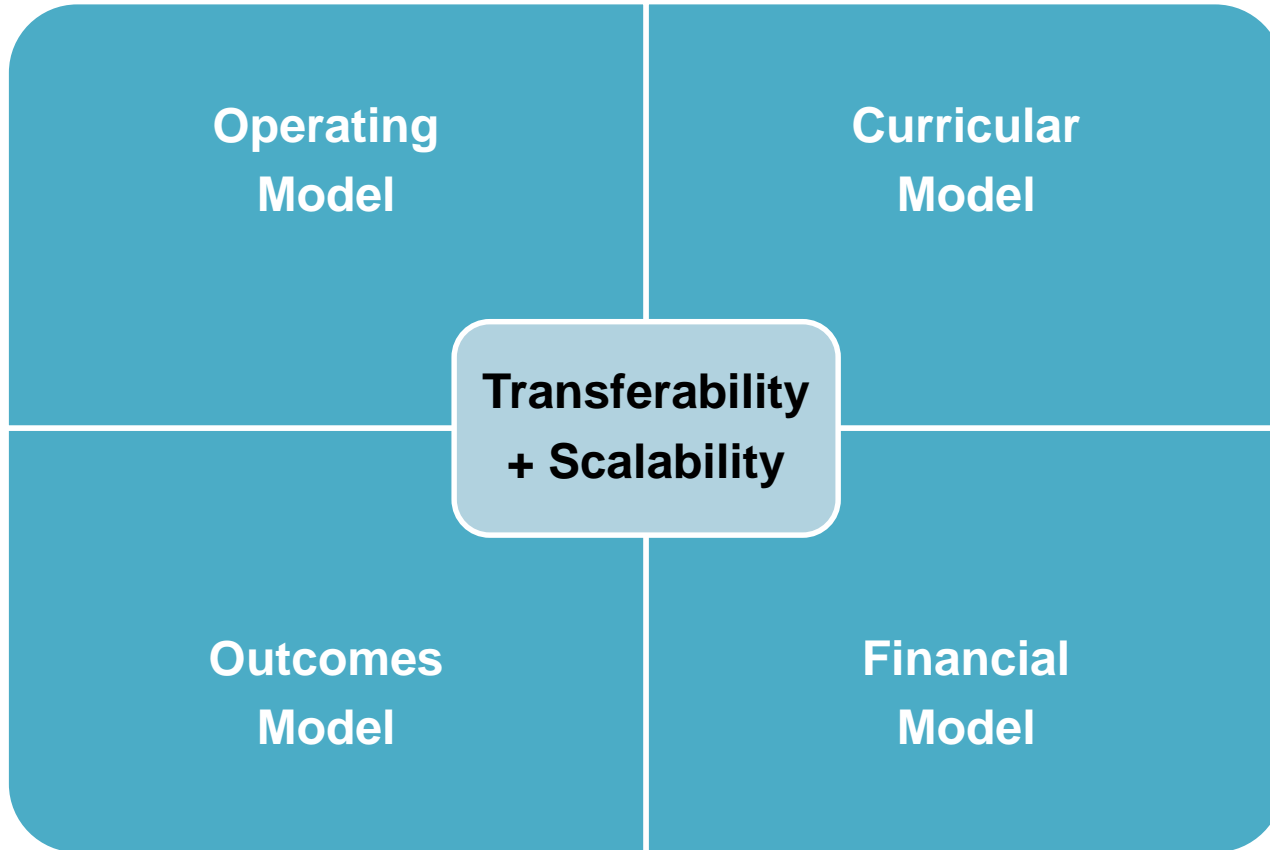


The YELS experience

- Meet with successful entrepreneurs, social entrepreneurs, and leaders during our Speakers Series, Mentor Meetings, and Venture Visits
- Live, work, eat, and play on UF's campus in Gainesville, Florida
- Program is staffed entirely by undergraduate & recently graduated students



YELS Core Strategy:



...empowering students to become changemakers

INNOVATIVENESS: being new, novel, unique; doing something in a way that has never been done before.



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INNOVATIVENESS

YELS is the only program of its sort that exists

There are **many** other programs that teach entrepreneurship to youth, but...

- › none that teach **entrepreneurship, social entrepreneurship, leadership** and **sustainability**
- › none that teach social entrepreneurship, period.
- › none that teach entrepreneurship + social entrepreneurship through experiential learning via community service



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INNOVATIVENESS

We are innovative about teaching entrepreneurship through innovation

We partner with the Innovation Academy, Innovation Hub, Biotech Incubator, and a plethora of local startups so that our students learn entrepreneurship from innovators.



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QUALITY: offering an experience that focuses on the students as individuals and providing them with the best learning environment, tailored to their individual interests and goals.



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QUALITY

How do we offer our students a high quality experience?

Dimensions of Quality:

- Personalized experience (maintain a small student/faculty-staff ratio)
- Customized experience (students say they feel like we care about them)
- Comprehensive experience
- Rigorous experience

Performance Metrics:

- ➔ 12 core faculty & staff to 40 students
- ➔ Carefully assign teams of 4 for mentor teams & 6 for service teams
- ➔ Students learn in class, at their experiential learning sites, with guest speakers, mentor meetings, field trips, and site visits
- ➔ Deliverables include 10 assignments, 6 reflection papers, 2 book reviews, 2 project presentations, 2 exams, 1 business plan + pitch; 75 hours of community service

COMPREHENSIVENESS: creating an extensive experience that is multifaceted and extends beyond the classroom.



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COMPREHENSIVENESS

The student's experience at YELS is all-consuming

- Students live, work, study, eat, and play on the campus of the university for 5 weeks.
 - 125 hours in the classroom/study sessions; 75 hours of community service; 50 hours with guest speakers, mentors, presentations; 30 hours of field trips + site visits
 - They learn about entrepreneurship, social entrepreneurship, leadership, and sustainability
 - › in their classes
 - › at their service sites
 - › in the evening activities (speakers, mentors, field trips + fun)
 - › on the Saturday service excursions
- ...and it is modeled in their living on campus



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CURRICULAR MODEL

The YELS Experience

Weekly Themes

- › Entrepreneurial Mindset: Creativity and Innovation
- › Sustainability: Impacting People, Planet and Profit
- › Social Entrepreneurship
- › Leadership in Your Local Community + Around the World
- › Being a Changemaker

Classes

- ENT 4934: Exploring Entrepreneurship
- SYG 2010: Social Problems & Solutions

Activities + Experiential Learning

- Community Service
- Evening Activities

Daily Teams
Saturday Plunge

Speakers
Mentors
Venture Visits
College Prep
Fun

Campus Life

- Live in Beaty Dorms
- GatorDining
- RecSports
- Libraries

Reflections of Weekly Themes discussed at each night's floor meeting

Key Mindsets + Competencies

- › Entrepreneurial Mindset
- › Leadership
- › Optimism
- › Grit
- › Resilience in the face of adversities, obstacles, challenges and failures
- › Creativity and Innovation
- › Empathy
- › Emotional and Social Intelligence

SUSTAINABILITY: the ability of the program to continue for the foreseeable future (typically referring to its financial and logistical viability)



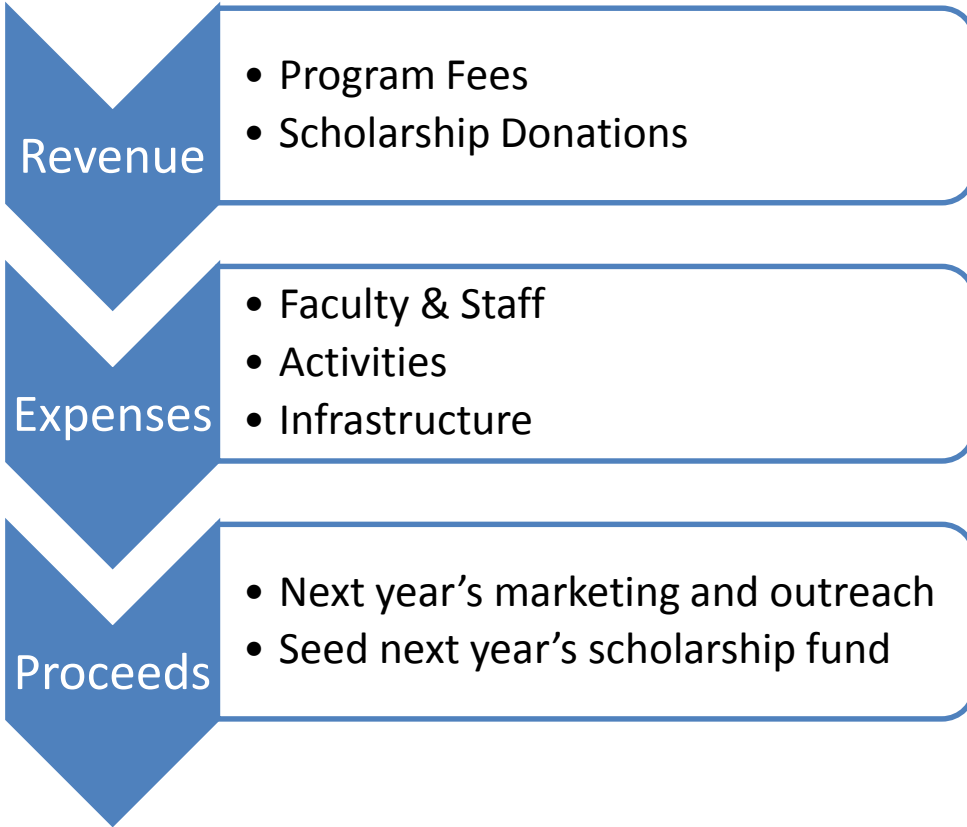
SUSTAINABILITY

Financial + Logistical

- 2015 will be our 9th year
- We have filled with a waiting list every year since 2010
- Our financial model is such that we are not dependent on sponsors or gifts to run, though we greatly appreciate donations as they make it possible for us to offer scholarships
- We are self-funded and have an annual budget of more than \$268,000



FINANCIAL MODEL



| Revenue | |
|--|----------------------|
| Program Fees from 32 Full-Paying Students (\$7000/each) | \$ 224,000.00 |
| Program Fees from 8 Scholarship Students (average \$3000/each) | \$ 24,000.00 |
| Program Fee Revenue | \$ 248,000.00 |
| Scholarships | \$ 12,000.00 |
| Seed Funding from Prior Year | \$ 8,000.00 |
| Total YELS Program Revenue | \$ 268,000.00 |

| Expenses | |
|------------------------------------|----------------------|
| Marketing and Promotion | \$ 6,000.00 |
| Staff | \$ 100,000.00 |
| Housing | \$ 40,000.00 |
| Meals | \$ 30,000.00 |
| Misc. Student Fees | \$ 4,000.00 |
| Transportation & Parking | \$ 14,000.00 |
| Closing Awards Lunch | \$ 3,000.00 |
| Activities & Materials | \$ 16,000.00 |
| Credit Card Processing Fee | \$ 7,500.00 |
| RCM (UF tax) | \$ 35,000.00 |
| Total YELS Program Expenses | \$ 255,500.00 |

| | |
|----------------------------|---------------------|
| Seed Funds for 2016 | \$ 12,500.00 |
|----------------------------|---------------------|

SUSTAINABILITY

Sustainability, from a different view

- We also view sustainability in terms of our impact on our community and the environment.
- Each year, the students work with the *International Carbon Bank & Exchange* to calculate their own carbon footprints and that of the entire program
- We work with *We are Neutral* to do community service to offset that footprint, by planting trees, doing energy retrofits, etc.
- We have run entirely carbon neutral since 2010 and last year we did so much environmental service that we more than doubled our negative footprint with offsets

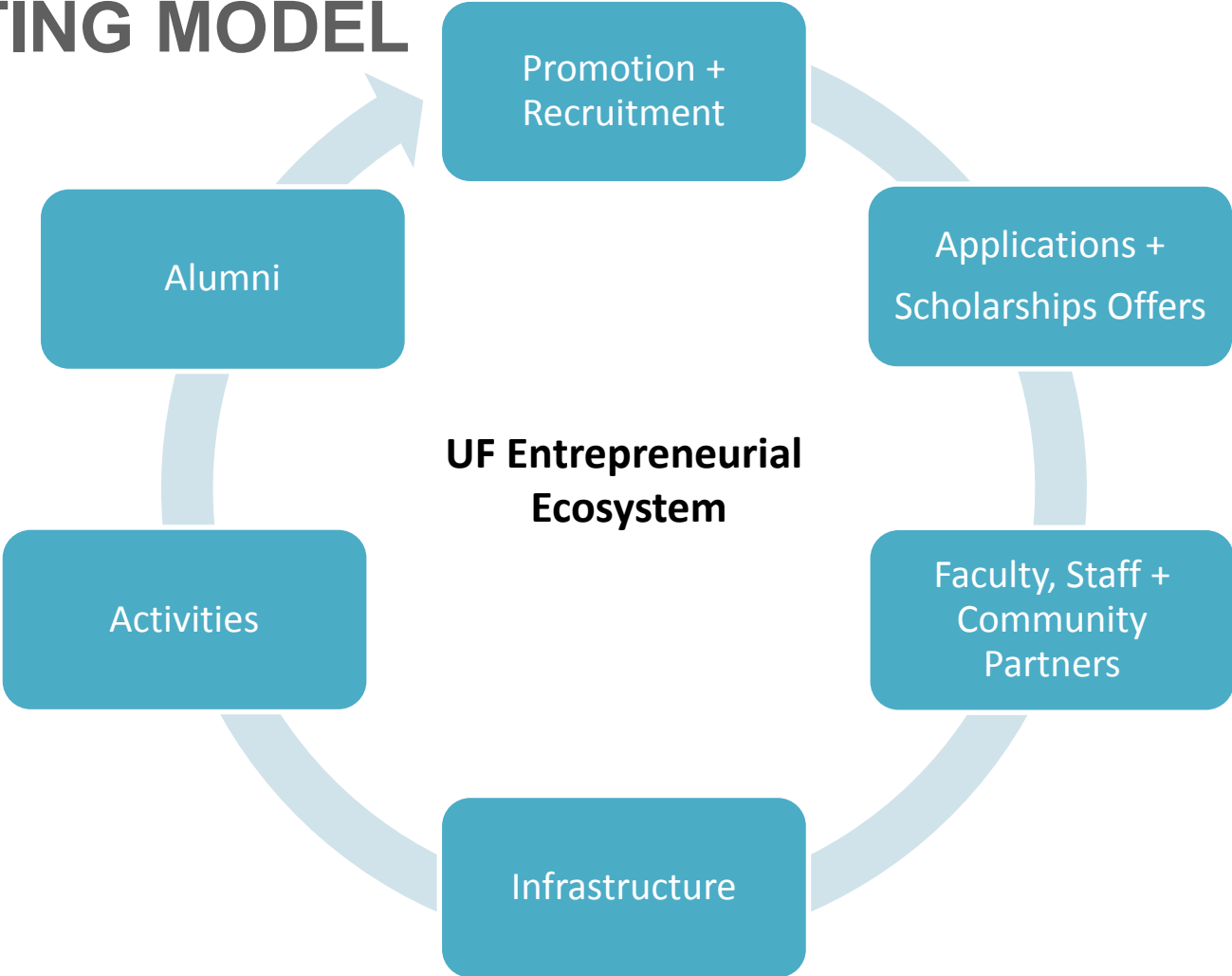
DEPTH OF SUPPORT: not only to the ways in which members of the university and community offer their financial gifts to sponsor the program, but also how people contribute their time and talent because they believe in the program.



DEPTH OF SUPPORT

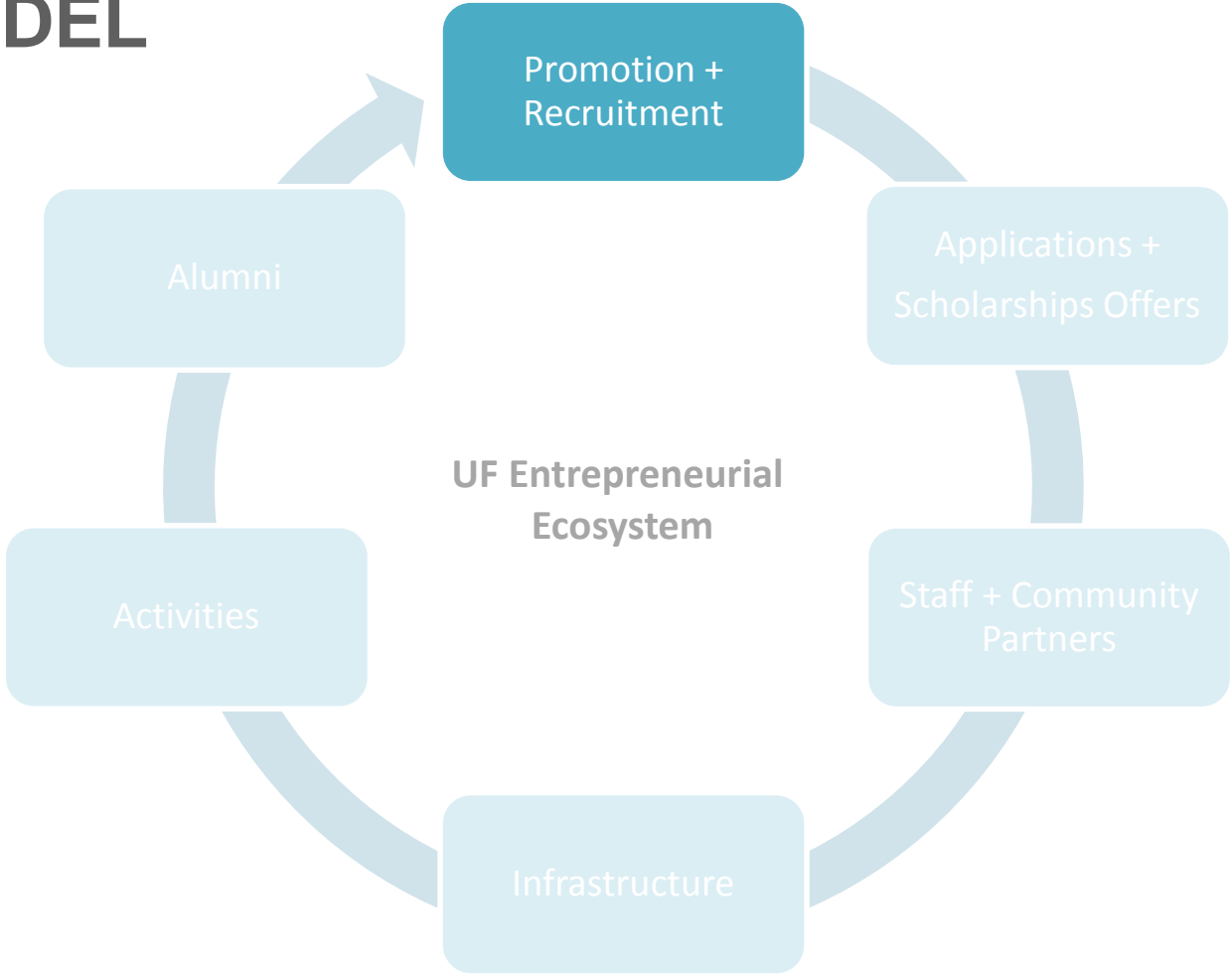
- YELS has nearly 100 community organization partners
- We partner with a number of offices/centers on campus that support our work
- We also receive financial support from a number of parents of our former students
- While we are not reliant on sponsors to run, we greatly appreciate them as it makes it possible for students from low-income backgrounds to participate
 - Each year, as many as half of our students are on full or partial scholarships, thanks to the generosity of our sponsors

OPERATING MODEL



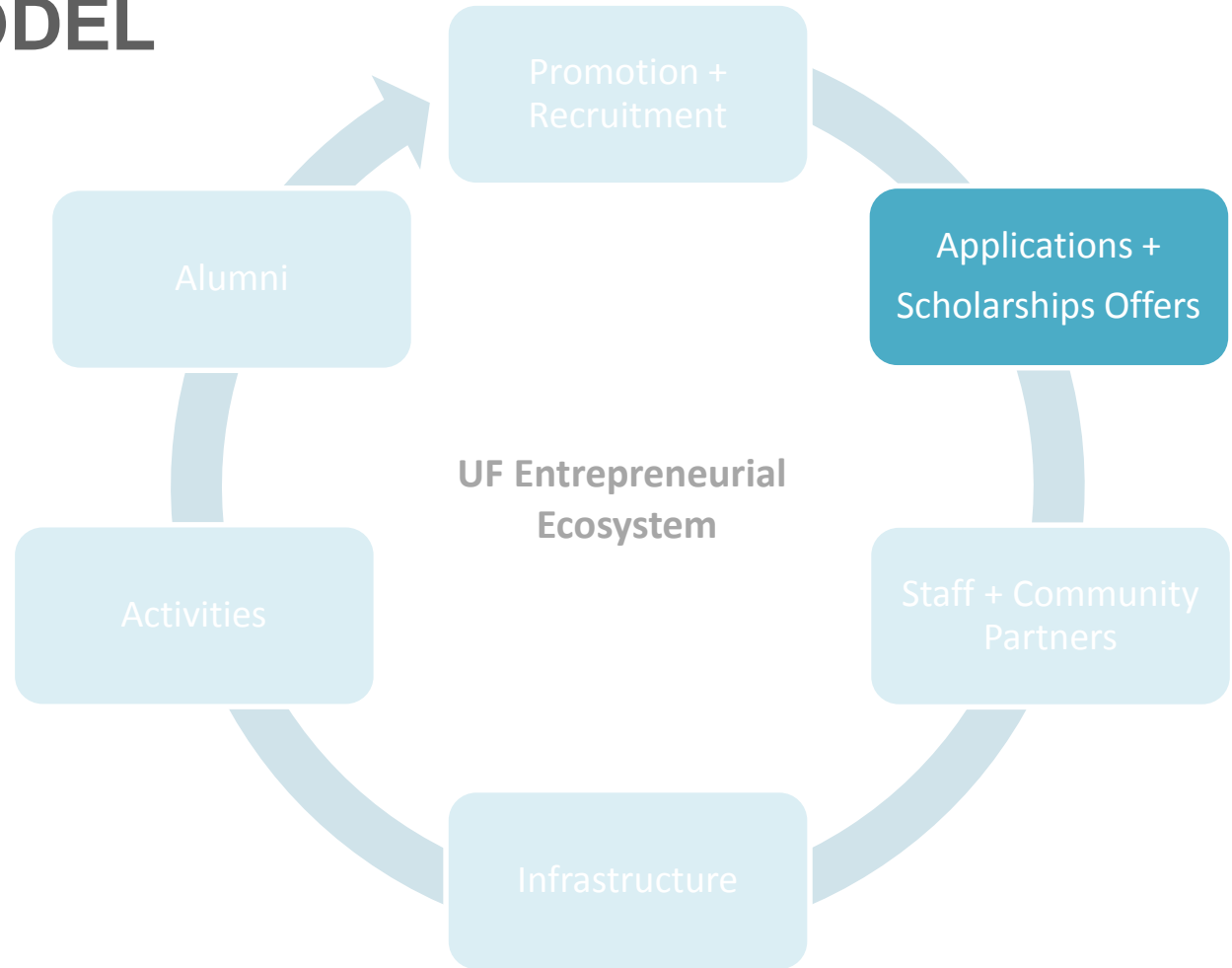
OPERATING MODEL

- leverage YELS Alumni + UF Alumni networks
- information and outreach by YELS Alumni Ambassadors
- target entrepreneurship magnet programs, special programs for high achieving first-generation & at-risk students, UF top feeders



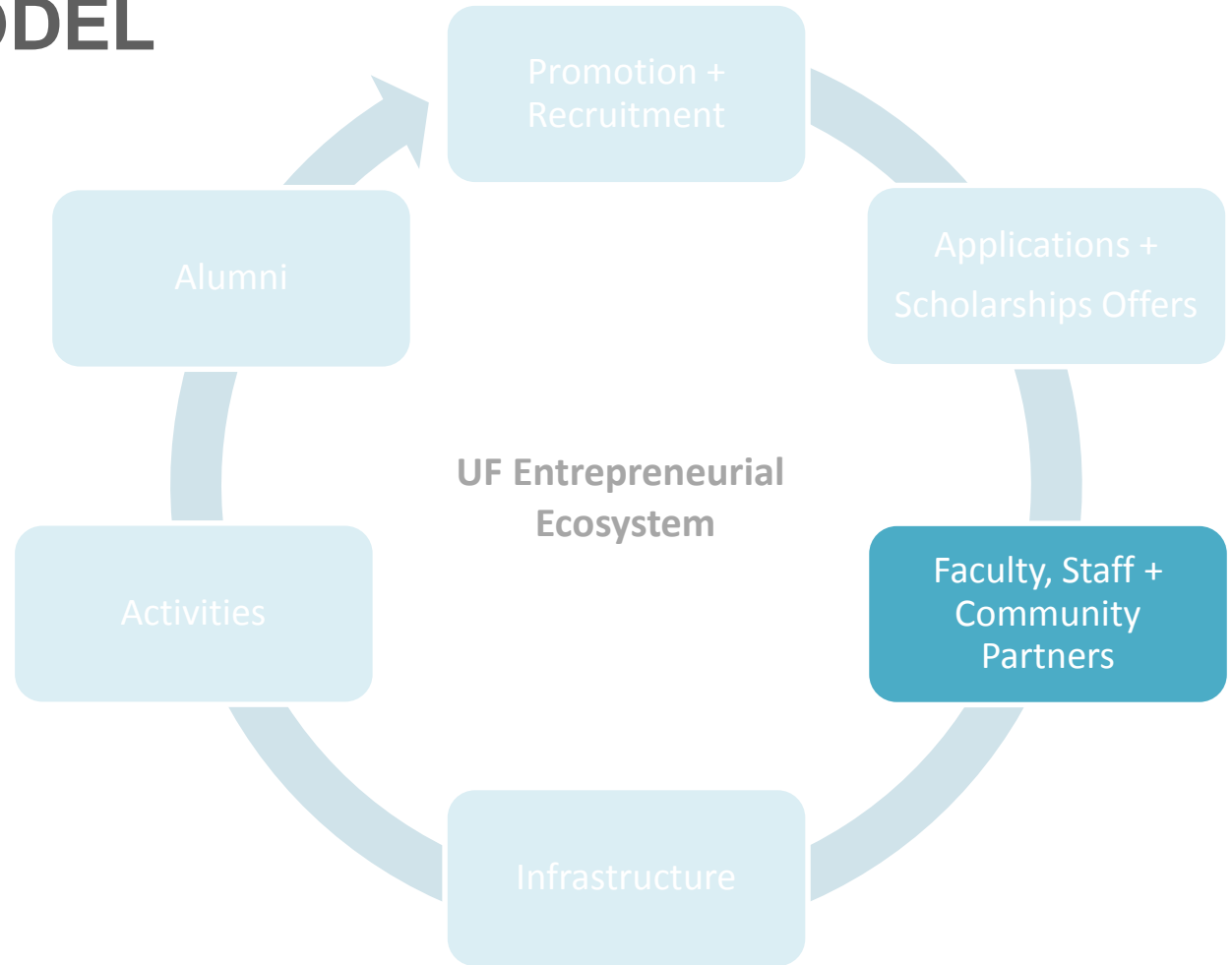
OPERATING MODEL

- approx. 180 students apply
- accept the best students, regardless of whether or not they applied for scholarships
- allocate scholarship funds (awarding full & partial scholarships to best 20-50% of applicants)
- finalize 40-42 attendees



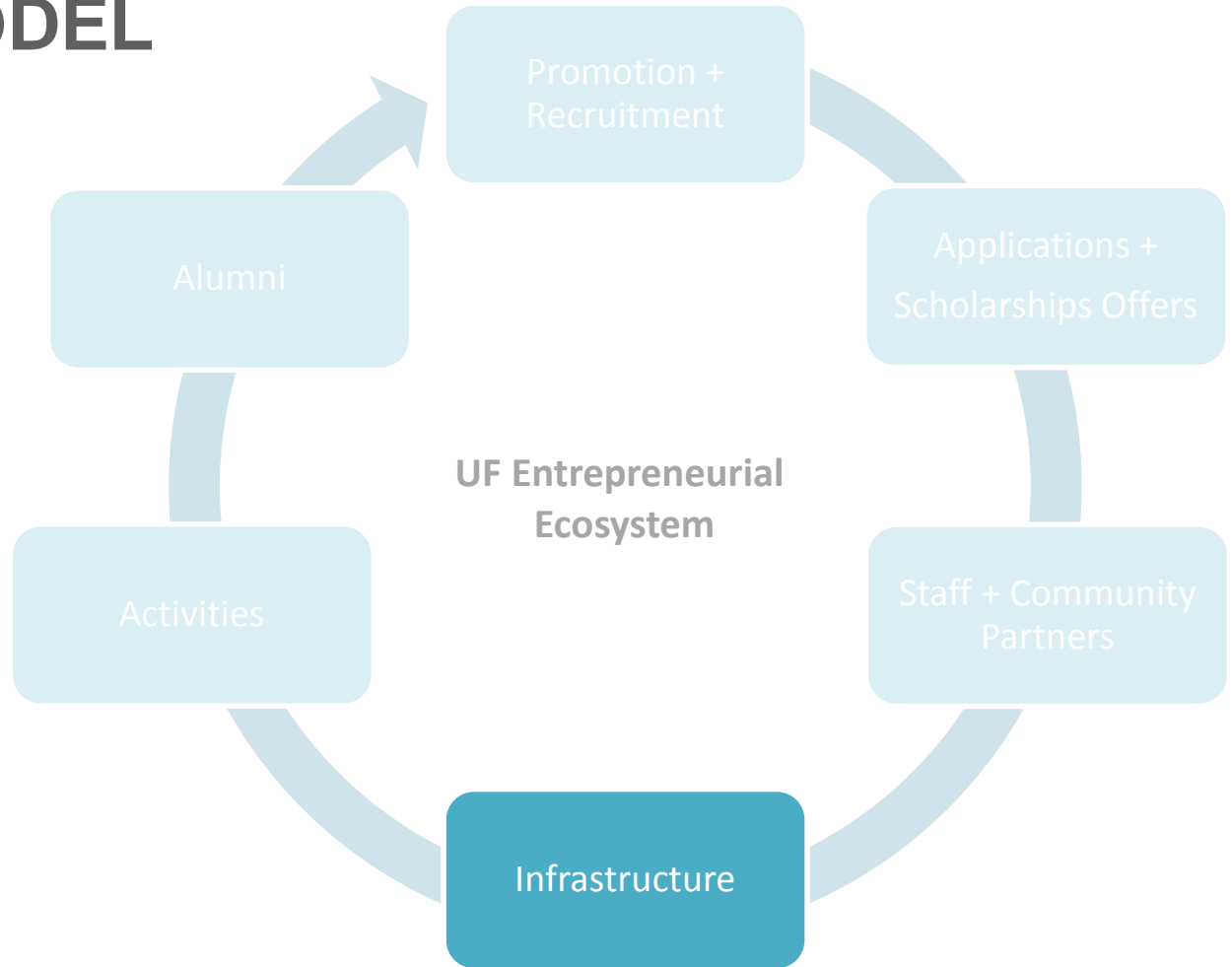
OPERATING MODEL

- 12 undergraduate students serve as PLs, RLs, ALs + TAs
- Award-winning faculty teach each of the two courses, many more serve as guest speakers
- Over 24 offices across campus partner to support YELS
- 518 local entrepreneurs, social entrepreneurs + community leaders serve as guest speakers, mentors, field trip hosts



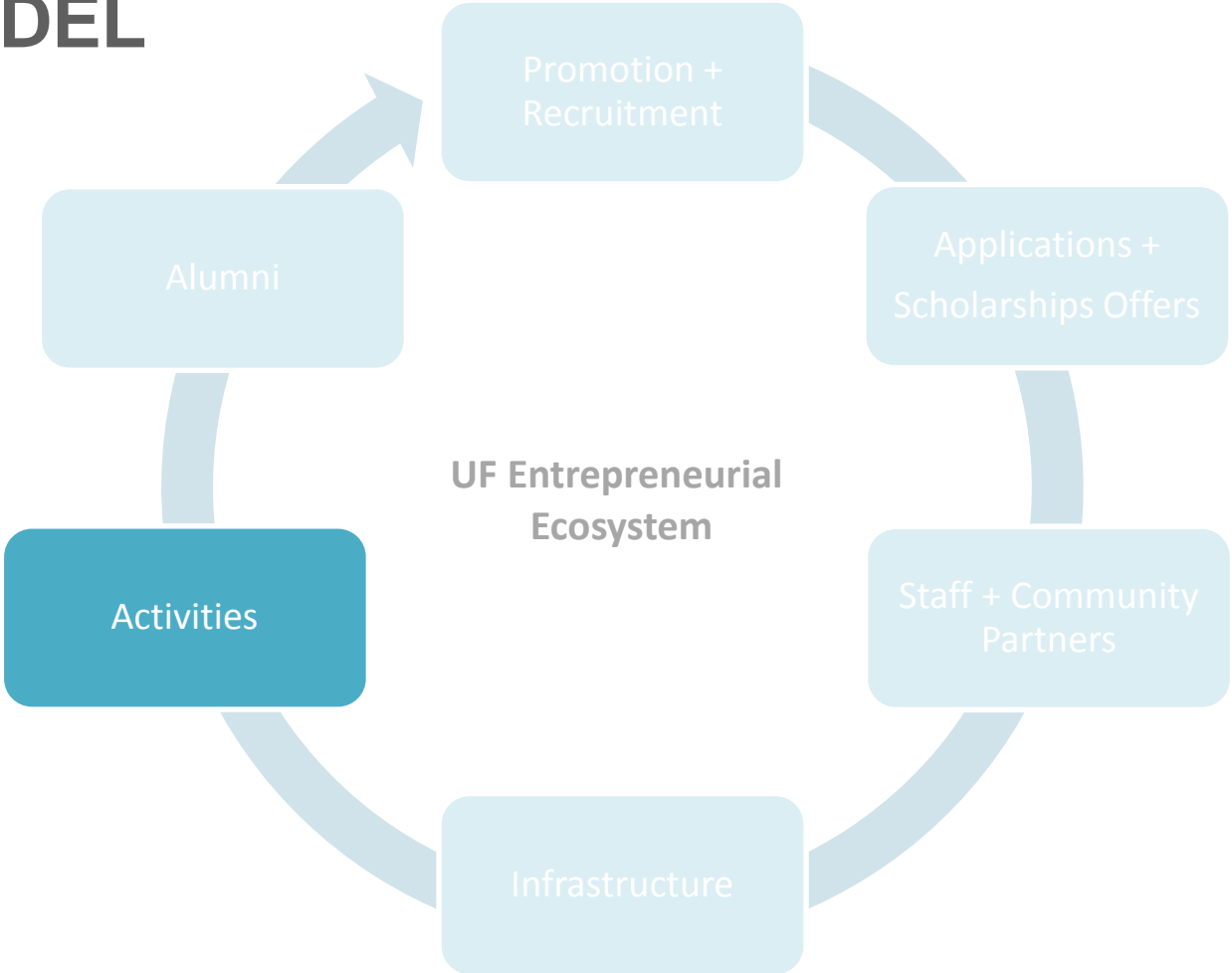
OPERATING MODEL

- students live on campus
- rent fleet of minivans for transportation to daily community service + experiential learning activities
- students assigned to roommates/suitemates, service teams, and mentor teams; choose class project teams
- meal plans from Gator Dining + partner with Gainesville Compost
- calculate Carbon Footprint with Neutral Gator
- rely on multitude of community partners for in-kind gifts



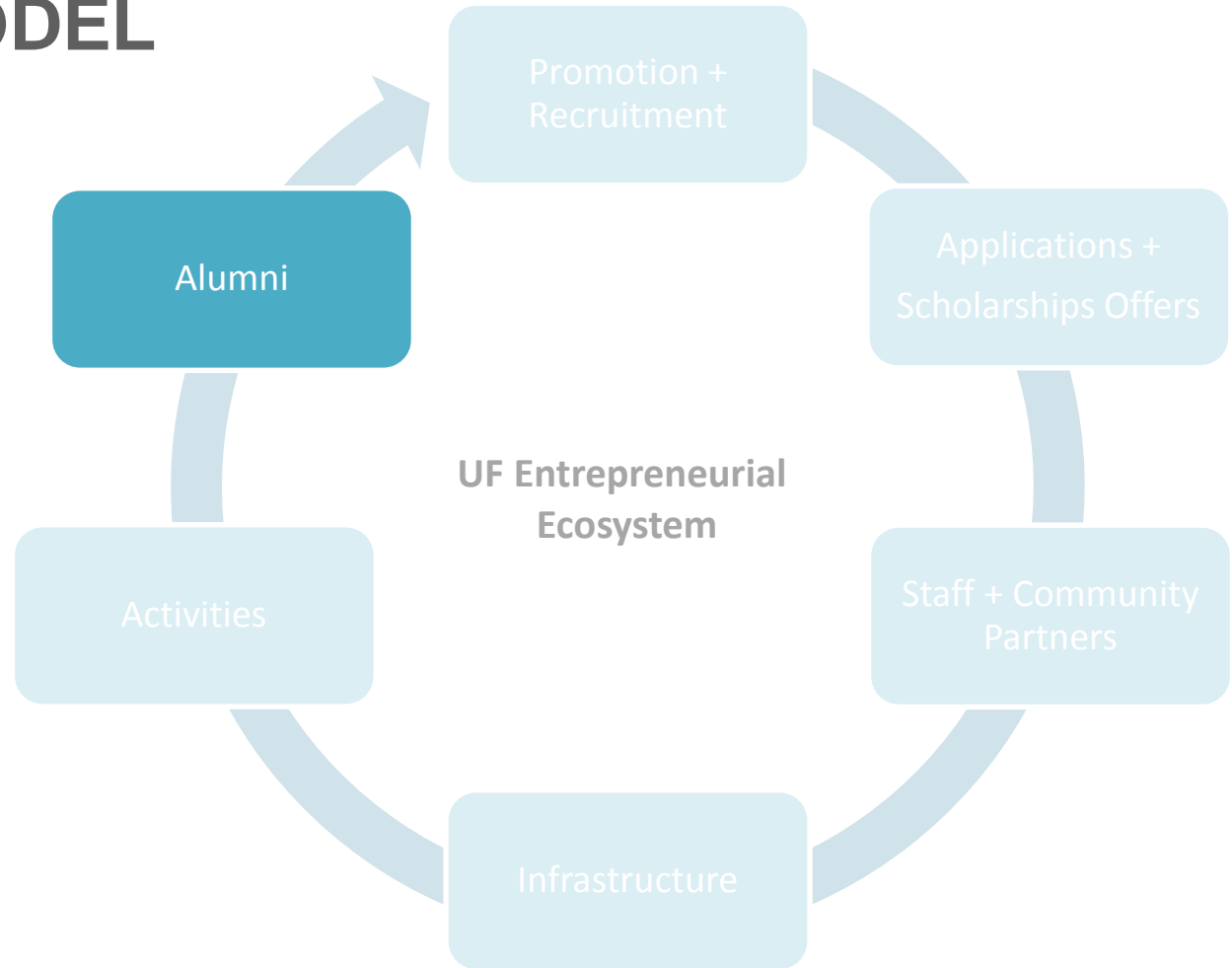
OPERATING MODEL

- Daily Schedule
(executive summary, page 2)
- Master Schedule
(additional information, pages 11- 12)
- Schedule by Theme
(additional information, pages 2-3)



OPERATING MODEL

- since 2007, 273 students have participated in YELS
- 30% launch their own startup within one year of attending YELS
- go on to attend college at schools including UF, FAMU, U. Penn, Cornell, Stanford, Duke, Georgetown, Babson, among many others
- some, like Abbey + David, return as YELS staff



IMPACT: how the experience changes the lives of the participants, often shifting the course of their future plans, inspiring and empowering them to use their **entrepreneurial mindset** to make a difference in the world in ways they had not previously imagined possible.



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IMPACT

- Each summer, 100% of our 40 students say that YELS changes their lives, their parents say that it changes their lives
 - when asked to rate their YELS experience, over 90% of our students (and their parents) say it was “outstanding”
- 100% of our Alumni go on to attend college/university
 - 75% of our Alumni study Entrepreneurship while in college
- Over 30% of YELS alumni go on to create their own businesses, nonprofits, or clubs within the first year of becoming YELS Alumni
 - More than 60% say they aspire to be entrepreneurs someday
 - Interestingly, at the end of YELS, 25% of students say they would like to become “serial entrepreneurs” while none mention that as a goal when asked at the start of the summer
- Our community partners say our students make a real difference
- Our student-staff say that YELS empowers them to be leaders in ways they never imagined possible



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OUTCOMES MODEL



UF Young Entrepreneurs for Leadership & Sustainability

Summer Program for High School Students

Since 2007, our summer program has given college bound high school students the opportunity to live, work, eat and play on the University of Florida campus. The students study entrepreneurship and social problems while being inspired to be changemakers, practice sustainability and develop leadership skills.

| | Service Hours Completed | Value of Service | Nonprofits Helped | College Credits Earned |
|---|-------------------------|------------------|-------------------|------------------------|
| TOTAL <small>Since 2007</small> | 27,015 | \$585,789 | 60 | 1,542 |
| 2014 | 3,675 | \$81,364 | 14 | 246 |
| 2007 | 1,840 | \$38,364 | 9 | 102 |



The average age of a YELS student is **16**

Our students had **518** opportunities to meet with and learn from entrepreneurs, social entrepreneurs, and leaders in the past eight years.



1 of every **3** students launched a business, organization or club within a year



Number of Students:

2014

41

**2007-2014
YELS Total**

273

Carbon Footprint

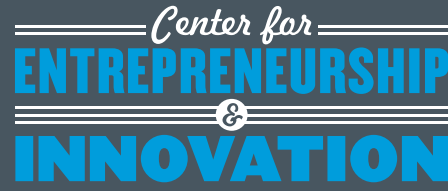
17.799 tons used

25.400 tons offset
with service

7.601 CO2 offset beyond zero

0

REPLACE WITH
THREE 1-MINUTE VIDEOS OF YELS ALUMNI,
EACH INTRODUCED BY YELS STAFF WHO ARE
ALSO ALUMNI



Q + A



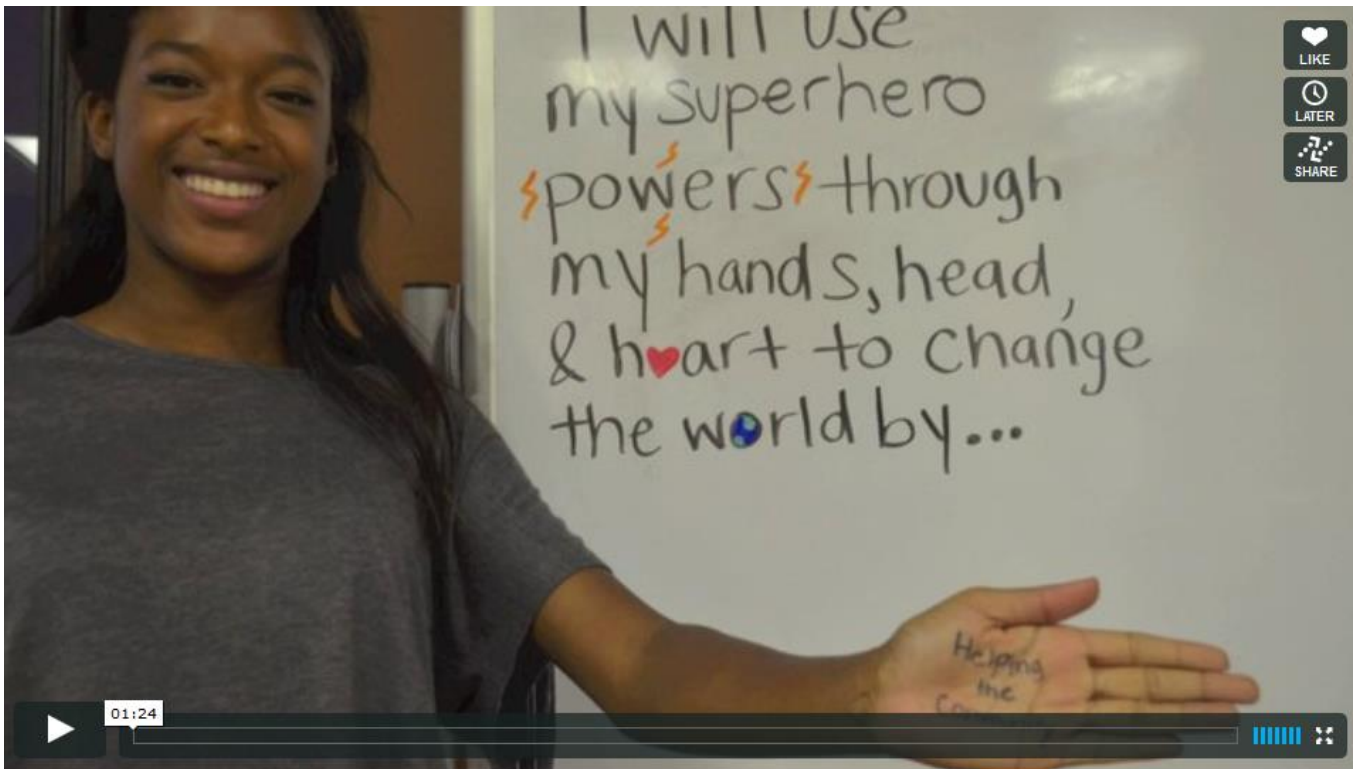
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Additional Slides for Reference



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This Summer, Change the World with YELS



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ACTIVITIES

Guest Speakers

Jill Rodriguez of Gator Dining on Sustainability
Chris Cano of Gainesville Compost
Cal Fore and Keara Ziegerer of NobleHour
TJ Villamil & Christina Bonorrigo - Leadership 101
Abhi Lokesh – Fracture
Augi Lye – TrendyMedia,
Josh Greenberg – Grooveshark,
Valery Wade – ToneRite
Rob Castellucci – RoomSync
Scott Fore, Serial Entrepreneurs
Gayle Dykeman at Innovation Hub
Abhi Lokesh and Alex Theodore of Fracture
Patti Breedlove & Nathalie McCrate at Sid Martin Biotech Incubator
Mark Bonner at Citizens Co-op
Amber & Scott from Swallowtail Farm
Megan/Derek at FOG for the Farmers Market
Dean & Teresa from Vine
Mike from Sweetdreams Icecream
Chad from Popenoe Buffalo
Amy from FrogSong Farm,
Dave Neal, Chris Neumann of Strongtree Coffee
Ken Block (Sister Hazel) at Cymplify Central
Chase & Brittney Vision/Action Plan

Mentors

1. Chad Paris, ParisLeaf Printing
2. Chris Cano & Steve Kanner, Gainesville Compost
3. Alek Hartzog & Katie Murphy & Paul Hintze, Tutoring Zone
4. Chris Johnson & Kari Brill, Nonprofit Center of North Central Florida
5. Rob Castellucci, RoomSync
6. Julian Miller, eMotion
7. TJ Villamil & Levi Leigh, Gulejo
8. Mike Myers & Sarah Goff, Repurpose Project
9. David Flores, Eatable/Startup Digest
10. Rodrigo Fernandez & Eric Pheterson, Good Industries
11. Jonathan Rowe & John Montague, Neuronet
12. Aidan Augustin & Neal Ormsbee, Feathr

College Prep Series

Alek Hartzog of Tutoring Zone: How to study for college courses
Stefan Wolff, YELS Alumnus: How to make the most of your college experience
Maureen Yeung, Asst Director of UF Freshmen Admissions & Jeff Citty, Director of the UF Innovation Academy: How to get in to UF & the UF Innovation Academy
Anna Petersen, former YELS PA: Learning doesn't only happen in the classroom, be open to new experiences
Matt Davidson (as moderator), Shamile Loius, Amana Abdulwahkeel, David Nassau, Sebastian Wright, Victoria Garcia, and Sharde Pettis- Student Involvement Panel: how to get involved + make the most of your college experience
Kristin Joos- How to us change the world

ACTIVITIES

Daily Service Teams

Alachua Conservation Trust
Wilmot Gardens
Phoenix Neighborhood AfterSchool Program
Florida Organic Growers
Siembra Farm
Gainesville Compost
Repurpose Project

Activities

Campus Tour with RAs & Sweet Dreams Ice Cream
Watching the film "I Am"
Fanfare & Fireworks at UF
Picnic at St. Augustine Beach
BBQ at Lake Wauberg
Fireworks in Micanopy
Social Entrepreneur Film Series with pints of Ben and Jerry's featuring Greyston Matt & Kim
Concert
Goodwill Gators with 2 athletes & Levi Leigh and Cicerone Chase Chambers with visit to the Swamp/Athletic Facility Tour

Saturday Service Plunges

St. John's County Recreation & Parks Department Beach Cleanup
Swallowtail Farm CSA
Slow Food Gainesville
Current Problems/Adopt-a-River – Creek Cleanup
Florida Organic Growers - GIFT Community Garden planting
Gator Charity Challenge

Field Trips

Innovation Hub with Gayle Dykeman
Fracture with Abhi Lokesh & Alex Theodore
Picnic at St. Augustin Beach
UF Biotech Incubator in Alachua with Patti Breedlove
Visit to Lake Wauberg
Visit to Micanopy Fireworks & Mosswood Farm Store
Visit to Swallowtail Farm
Icetucknee Springs swimming & tubing
Citizens Co-op, Farmers Market & 100 Mile Dinner with Val Leitner
Current Problems Creek Cleanup & Thank You Signing Party
Cymplify Central with Chris & Nora of Strongtree and Ken & Tracy of Sister Hazel
Wizarding World of Harry Potter at Universal Studios with
Sustainability initiatives talk by Luis Ruiz
Dinner at Satchel's Pizza (with Service Teams)

YELS STAFF + LEADERS

Paid Positions:

- Faculty Director
- Instructor for Exploring Entrepreneurship
- Instructor for Social Problems & Solutions
- Program Leaders (2)
- Residential Leaders (2 – 3)
- Activities Leaders (2 – 4)
- Teaching Assistants (2)
- Sustainability Coordinator (1)
- Social Media Coordinator (1)
- Application & Paperwork Intern (1)

Volunteer Positions:

- Marketing + Promotion Interns
- Activity Volunteers
- Alumni Ambassadors



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DEMOGRAPHICS OF YELS STUDENTS

- **273 students**
- **50/50 young women + young men**
- **40% identify as being African American/Black, Hispanic/Latino, Asian, East Indian, Biracial, or of Mixed Race**
- **Approximately 25% of the students are from low income & disadvantaged backgrounds and are labeled by their schools as “at risk”**
- **Average Age = 16 (rising high school juniors + seniors)**



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3 VIGNETTES ABOUT SCHOLARSHIP STUDENTS



Julian (2007)

- Raised by grandmother
- First in his family to attend college
- Received a full ride scholarship to FAMU
- Currently in graduate school studying education



Princess (2010)

- Raised by a single mom of 3 kids
- Identifies as biracial (Black/Latina)
- Will be the first in her family to graduate from college
- Is now a student at Cornell studying Nutrition & Entrepreneurship



Ana (2012)

- Her family was homeless
- Her father passed away when she was 12 and her mom was a housekeeper who had just fled an abusive relationship
- Referred by guidance counselor through YELS special outreach