

# PROJECT ECHO

ENTREPRENEURIAL CONCEPTS | HANDS ON



## **Project ECHO Virtual Summer Camp For Teen Entrepreneurs**

"I'm so grateful that I participated in Project ECHO! I wrote about my business team and personal experience as the CEO of my start-up company on my college applications. I just learned that I got early admission into my first choice! Thank you, Project ECHO, for this awesome experience!" -Isabel

Are you looking for an innovative and interactive business summer camp program that builds life, academic, and personal skills while keeping your student engaged at home? Entrepreneurship is a proven way to ignite a teen's creativity, curiosity, and innovative spirit.

Our programs allow teens to:

- Explore their passions and academic strengths as they develop ideas for their own businesses.
- Learn how to take a product or service from an idea to reality.
- Learn how to collaborate and work in teams.
- Gain real-life experience about what it takes to go from an idea to launching a real business.

### **Not just an academic exercise; it's entrepreneurship in the real world!**

Your teen will get to explore their industry interests and learn from entrepreneurs' case studies. Showing them how entrepreneurs in multiple industries turned an idea into a successful business, and unfortunately, why some failed. During the program, notable guest entrepreneurs and executives are invited to lead sessions, share their entrepreneurial journey and information about their industry. These dynamic interviews are intended to introduce students to multiple career paths within a variety of industries.

Each day we will focus on specific learning objectives accomplished in Project ECHO's entrepreneurship and design thinking curriculum. At the conclusion of the program, your teen will have developed a product or service, a business plan to support it, and will present their pitch in a showcase event to relatives, friends, and special guests. In addition, all participants are invited to present their pitch at Project ECHO's High School Entrepreneurs' Business Plan Competition in May 2022!

This unique program gives your teen the freedom to build something they can call their own, get excited about, and feel very accomplished for completing. This program teaches teens about being an entrepreneur and life lessons like how to work with others, learning from failure, the value of planning, believing in yourself, supporting others' ideas and much more.

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## Is this summer program a fit for your teen?

Our program is designed for students in 8th grade through graduating seniors. However, students in 6th and 7th grade can still participate with a modified curriculum and expectations to encourage a successful experience. No prior experience in business or entrepreneurship is required of participants.

Throughout this program, teens will use design-thinking methods and consider the **WHY?** Why does this industry or product thrive? Why do people interact or engage with brands? Through the lens of empathy and in partnership with their peers, participants will be challenged to consider creating answers rather than accepting current solutions.

### OUR PROGRAM ALLOWS TEENS TO:

**Explore** their passions and academic strengths as they develop ideas for their own businesses.

**Learn** how to take a product or service from an idea to reality.

Learn how to **collaborate** and work in teams.

Gain **real-life experience** about what it takes to go from an idea, developing a full pitch deck, and presenting it at a Showcase Event

### ENROLL TODAY!

## Snapshots from Project ECHO virtual business presentations

