

PROJECTECHO

ENTREPRENEURIAL CONCEPTS | HANDS ON



PARTICIPATE INNOVATE SUCCEED

Founded in 1996, Project ECHO empowers students with entrepreneurial and leadership skills so that they can thrive in college, in their careers and in their community as change-makers.



ANNUAL REPORT 2022

www.projectecho.org

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Connect with Project ECHO



Lee Fox



Diane Quast

Dear Friends and Supporters,

On behalf of the Board of Directors, we are pleased to present Project ECHO's 2022 annual report. This past year has been one of significant progress and accomplishments.

As you know, our mission is to develop the next generation of thought-leaders and innovators by delivering exemplary entrepreneurship curriculum and pitch competitions. With a strong financial position, we're proud to report that our programs reached over 1,100 youth, providing them with access to five different programs, including a new design-thinking curriculum that challenges students to build a more inclusive and equitable society through entrepreneurship.

The Teen Innovation and Entrepreneurial Summer program has reached hundreds of rising 6th grade and 9th grade students within Los Angeles Unified School District as they transitioned to a new school, made new friends, and worked together in teams on project-based activities. Start Up Summer is a terrific way for schools to help students achieve academic standards, while offering an engaging and impactful program.

As we look ahead, we are committed to our growth, to serve more students and expand our programs, with a focus on providing additional support for students through our mentorship program. We will also be working to increase our fundraising efforts, to ensure that we can continue to grow our programs and make a positive impact in the lives of children through entrepreneurship.

Thank you for your continued support of our organization.

Sincerely,

A handwritten signature in black ink that reads "Lee Fox Beauregard".

Lee Fox Beauregard
Chairman of the Board

A handwritten signature in black ink that reads "Diane Quast".

Diane Quast
Executive Director

ABOUT US

Founded in 1996, Project ECHO is a community-based nonprofit that offers a variety of programs for middle and high schools nationwide. Over the course of the pandemic, these programs have evolved to include the following:



Project ECHO places great emphasis on developing a curriculum that teachers enjoy implementing in their classrooms. Students actively participate in project-based learning, develop leadership skills and get to experience a Shark Tank-style showcase event where they present their start-up ideas to volunteer judges, who provide supportive feedback.

Project ECHO programs are focused in the classroom and aim to help students identify academic strengths, and help students understand how that translates into future college majors and career paths. Ultimately, our programs aim to support student achievement, along with building life skills such as public speaking, creativity, problem solving, independence, self confidence and leadership through friendship.

Students complete Project ECHO's entrepreneurship programs empowered by their accomplishments, with many juniors and seniors reporting greater focus on potential college majors and careers!

BOARD OF DIRECTORS

- Lee Fox Beauregard, Board Chair
- Per Sjöfors, Board Treasurer
- Jeffrey Kravitz, Board Secretary
- Chip Goodman, Founder
- Scott Fennel, Board Member
- David Tokofsky, Board Member
- Miles Warren, Board Member

ADVISORY BOARD

- Devan Sood, Co-Chair, Advisory Board
- Jeff Weigel, Co-Chair, Advisory Board
- Julie Broady, Advisor
- Dustin Gale, Advisor

STAFF AND CONSULTANTS

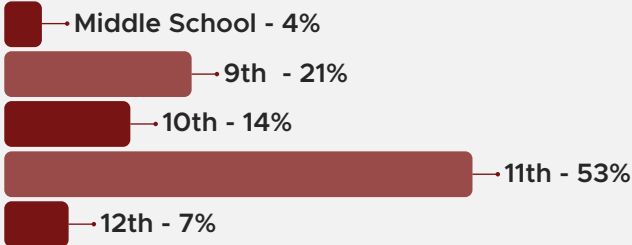
- Diane Quast, M.P.A., Executive Director
- Matilda Albano, M.Ed., Program Director
- Danni Dean, Director of Development & Communication
- Lisa Sando, Accounting Manager
- Farah Vallera, Ph.D., Sr. Curriculum Developer
- Kelly McDaniel Thorisson, M.A., Instructional Director
- Marsha Thompson, Entrepreneurship Teacher
- Samantha Weiss, Entrepreneurship Teacher
- Ellie Michaels, Marketing Intern

2022 AT-A-GLANCE

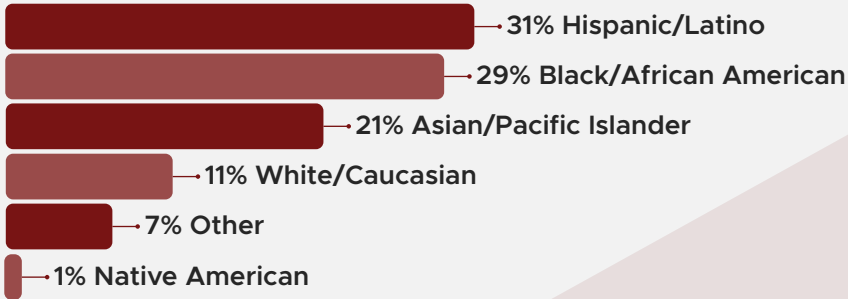
SCHOOLS



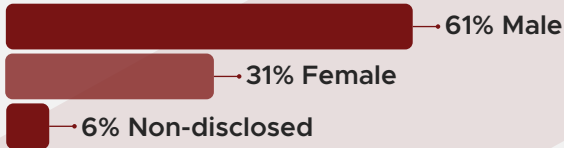
GRADE LEVELS OF ENROLLED STUDENTS



ETHNICITY



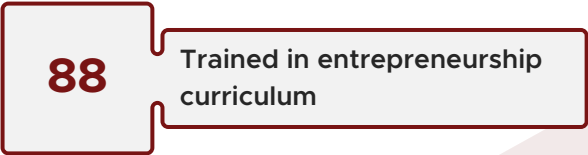
GENDER



ENROLLED STUDENTS



ON-BOARDED TEACHERS & AIDES

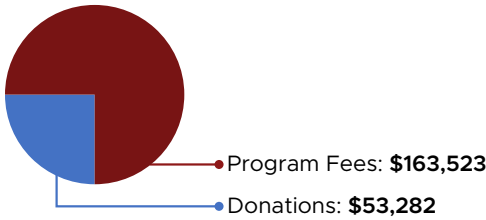


VOLUNTEERS

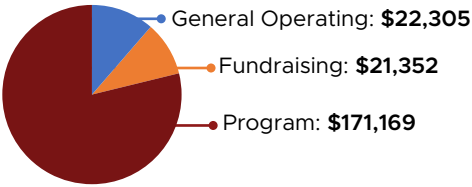


FINANCIAL OVERVIEW

INCOME : \$216,805



EXPENSES : \$214,828



Project ECHO's Impact on Future Change Makers and Those Who are Leading Them

TEACHER IMPACT

90%

Report that they see a positive impact on student's academic performance while participating in Project ECHO

100%

Believe that Project ECHO's curriculum nurtures business skills, entrepreneurs and leaders

100%

Recommend Project ECHO to other teachers and students

STUDENT IMPACT

83%

Feel more confident in using creativity to find an innovative approach to a difficult problem

90%

Are more confident about their public speaking and presentation skills

90%

Will reference Project ECHO on their resume or college application

HOW TEACHERS DEFINE SUCCESS IN A PROJECT ECHO CLASSROOM

"I consider it success when my students take the reins, make connections, learn new skills, come out of their shells, advocate for themselves, move forward without me, and understand the impact of the experience on their future, all of which I see in my Project ECHO class."

"When students thrive and grow into themselves we have succeeded. I look for agency, creativity, leadership, growth, problem solving... all of which Project ECHO's program enables."

"I realized my students understood leadership when a student currently serving as CEO asked another student to take over because he felt he'd be better at leading the team through the next phase of the business development process. The students demonstrated how leadership puts the team above ego."

TEACHERS WEIGH IN ON THE TOP SKILLS NURTURED BY PROJECT ECHO PROGRAMS

- Collaboration
- Leadership
- Research
- Self-Confidence
- Communication
- Critical Thinking



18th ANNUAL HIGH SCHOOL ENTREPRENEURS' BUSINESS PLAN COMPETITION

Middle and high school teens from across California, as well as schools from New Mexico, New Jersey, Florida and Texas, displayed their entrepreneurial expertise at the 18th Annual High School Entrepreneurs' Business Plan Competition on Sunday, May 22, 2022, on Zoom. Vying for cash prizes to fund their business concepts or build college savings, 48 business teams, composed of nearly 200 teens, competed in three categories of competition: products, services and social enterprise. Almost \$10,000 was awarded to 13 business teams, with the overall winner, a team of two young women competing in the social enterprise category, walking away with a \$2,000 award. An impressive group of successful entrepreneurs, venture capitalists, corporate officers and other business professionals from around the nation and from Australia served as volunteer judges.

OVERALL WINNING TEAM & 1ST PLACE SOCIAL ENTERPRISE



GUIDING PAWS FOR YOUTHS

New Mexico School for the Blind

VIDEO: Watch Guiding Paws for YOUth's winning presentation [HERE](#)

Guiding Paws for YOUths was presented as a nonprofit guide dog training organization whose mission is to elevate quality of life and promote safety, confidence and independence by matching well-trained, healthy guide dogs with youths under 16 years old who are blind or visually impaired.

"Project ECHO was a great experience. By doing this project, I realized how many people could benefit from our idea. It also made me realize that our idea was possible. I am planning to turn this into my future career. I liked getting to know other kids my age who wanted to learn about starting a business. I can't wait for Project ECHO to begin again!"

- **Shelby Jones, 14, Co-CEO & CMO**

OVERALL WINNING TEAM	
Guiding Paws for YOUths	
SOCIAL ENTERPRISE	
1st Place	Guiding Paws for YOUths New Mexico School for the Blind and Visually Impaired, Alamogordo, NM
2nd Place	VirtuThera Mira Loma HS, Sacramento, CA
3rd Place	L'Haoui Foundation Hayward Twin Oaks HS, Hayward, CA
SERVICES	
1st Place	Citrus Breakthrough Training Center, Arcadia, CA
2nd Place	Ilimit-360* Scholar Paraclete HS, Lancaster, CA
3rd Place (Tied)	Platter - Breakthrough Training Center, Arcadia, CA Omega Speech and Debate - Livingston HS, Livingston, NJ
PRODUCTS	
1st Place	Cheesin' Charter Oak HS, Covina, CA
2nd Place	Finno Technologies Palos Verdes Peninsula HS, Palos Verdes Estates, CA
3rd Place (Tied)	Leaf Cycle - Breakthrough Training Center, Arcadia, CA Immersive VR - Los Alamitos HS, Los Alamitos, CA
ADDITIONAL AWARDS	
Emily Chan Most Inspirational Award	Aquakit The Fellowship Initiative hosted at DiscoverU, Houston, TX
Social Entrepreneurship Award	Moringa Lifestyles, Inc. HS2 Academy, Walnut, CA

COMMUNITY PARTNERSHIPS CROSSED STATE LINES!



LOS ANGELES UNIFIED SCHOOL DISTRICT

More than 450 rising 6th and 9th grade students within Los Angeles Unified School District's Linked Learning initiative were provided an innovative summer program focused on team work. Since each Linked Learning school had a different industry focus, Project ECHO catered the curriculum to fit their needs by incorporating case studies and design challenges relevant to each school's industry. Teams presented their business ideas to volunteer judges, answered their questions, and winning teams walked away with medal lanyards and major bragging rights!



JP MORGAN CHASE'S THE FELLOWSHIP INITIATIVE

In partnership with JP Morgan Chase's The Fellowship Initiative (TFI), 162 young men of color from Houston, Los Angeles, Oakland, and Chicago, got to participate and compete in an entrepreneurship start-up program. 28 teams presented their problem statements, solutions, marketing plans, financial analysis and prototypes, with winning teams awarded college scholarships. By introducing entrepreneurship into under served communities that haven't had this opportunity, Project ECHO supported TFI's ongoing efforts to provide participating teens with education, skills and resources that ultimately contribute to greater economic mobility.



AFTER-SCHOOL ALL-STARS

Project ECHO's entrepreneurship teacher, Marsha Thompson, was Zoomed in to 15 different Los Angeles After-School All-Stars classrooms reaching 285 middle school students. Inside each classroom, ASAS teachers worked alongside teams of students as they created a product or service that would solve a community problem. The program culminated with a virtual event where students presented their start-ups to a panel of judges. Winning teams were mailed their medals and every student received a Certificate of Accomplishment. This program was funded by the California Community Foundation.

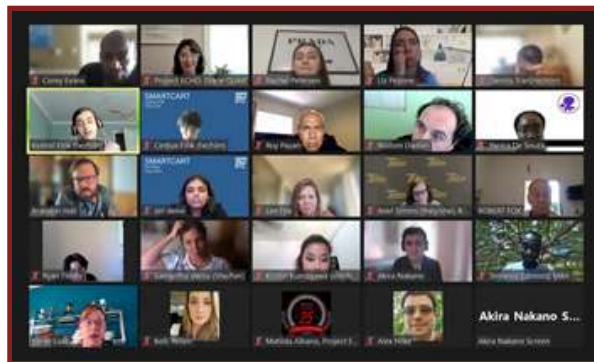


FOX FAMILY FOUNDATION

In partnership with Fox Family Foundation, Project ECHO launched the InVisions Entrepreneurship Contest, designed to empower higher level thinking. The overarching theme is to challenge students of all ages to build a more inclusive society for those with disabilities through entrepreneurship and innovation. Together, Project ECHO and the Fox Family Foundation hosted a two-week virtual program in which students created a product or service for the blind and visually impaired community. The capstone event allowed participants to present their solutions during a virtual contest.



TFI team members working on their start-up ideas



Student presentations via Zoom



LAUSD Summer 2022, Winning Teams

PROJECT ECHO NEEDS YOU!



VOLUNTEER WITH PROJECT ECHO



MENTOR/BUSINESS COACH

Mentors work directly with students as they ideate, research and develop the components of their business plans. Mentors also help teams prepare their presentation deck and practice their pitch in advance of the High School Entrepreneurs' Business Plan Competition or a classroom showcase event.

MENTOR



SPEAKER SERIES: ENTREPRENEURS, C-SUITE EXECS AND FIELD EXPERTS

Share your entrepreneurial journey, hike to the C-Suite, or lead a training within your field such as marketing or finance, with teens at an event, on a panel or in an interview. Inspire teens to take risks, follow their dreams, and learn from failure. Share your story, as teens are defining their own.

GUEST SPEAKERS



BUSINESS PLAN COMPETITION JUDGES

More than 50 business teams are expected to compete at the April 23, 2023 High School Entrepreneurs' Business Plan Competition and volunteers are needed to help evaluate presentations and read business plans.

JUDGE



EVENT VOLUNTEERS

Event volunteers are needed to help with event logistics, competition assistants, distributing lunches, set up, clean up, and so much more!

VOLUNTEER

LET'S COLLABORATE



BRING ENTREPRENEURSHIP TO YOUR CAMPUS!

Interested in learning more? Entrepreneurship engages students with teamwork, creative and critical thinking activities, while developing applicable skills for college and career readiness. Project ECHO's programs include schoolyear, club, and summer enrichment. For more information, email Diane Quast, Executive Director.

Email



GET YOUR COMPANY INVOLVED!

Create a new level of corporate social responsibility at your office by sponsoring an industry competition, design challenge or sponsor a high school. Each sponsorship comes with many branding opportunities, along with volunteer roles for your team. For more information, email Danni Dean, Director of Development and Communication.

Email

DONATE AND SUPPORT TEENS WHO MEAN BUSINESS!

85% of all donations goes directly to fund programs, and your donation will be put to use to fund and support the participation of students and schools. Help keep teens engaged in their studies and incubating ideas that will lead to future success in college and career.

DONATE

BECOME A PROJECT ECHO AMBASSADOR AND KEEP TEENS ENGAGED IN SCHOOL AND ON A PATH TO COLLEGE AND CAREER

\$27 Celebrates Project ECHO's 27th Anniversary

\$125 Sponsors a student's curriculum and program materials

\$500 Enrolls a teen business team in the Business Plan Competition

\$1,000 Starts a high school Entrepreneurship Club

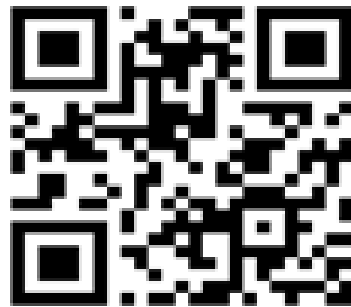
\$2,500 Sponsor a campus-based summer program

REACH OUT AND LET US DESIGN YOUR CUSTOM SPONSORSHIP PACKAGE!

GET SOCIAL WITH PROJECT ECHO!

Stay up to date with events, volunteer opportunities and program highlights.

@launchecho on all social media platforms



Scan this QR code to visit Project ECHO's website and learn more about our programs.

CONTACT PROJECT ECHO:

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☎ 424.238.1884

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🌐 www.projectecho.org

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