

Program Outline

KICK-OFF RECEPTION (Keynote Speaker J. Justin Pasquariello, Founder and Chairman of AFC Mentoring)

March 8th @ 6:30pm:

This will be an opportunity for students and parents to meet each other and network with the Youth CITIES instructors, mentors, and judges. An intro to social entrepreneurship will be provided, and class materials will be distributed.

CLASSES

March 10th through May 12th (every Saturday from 9am-12pm):

Learn about different types of social ventures, basic principles of entrepreneurship, sales & presentation skills through classroom lecture, case studies, roleplaying, and mock-pitches. Weekly assignments will lead up to a completed Powerpoint presentation and oral pitch of student venture idea.

SEMI-FINALS

May 12th (9am-12pm):

Semi-final presentations – all teams will present. Parents are encouraged to attend.

FINALIST PITCHES & AWARDS LUNCHEON

May 19th (10am-1pm):

Top 3 ventures will present their pitch for funding and support network to launch a pilot program. Lunch and awards ceremony will follow. This event is open to all students and their respective families, program judges/mentors/instructors, and special guests.

*All classes and events will be held in Cambridge at Microsoft (in Kendall Square). Enrolled students are required to attend **all classes and events**.*

Be a Part of Youth
CITIES!

REGISTRATION & PROGRAM FEES

Any youth in middle or high school may participate in the Youth CITIES bootcamp.

Early registration by December 15th, 2011 → \$195

Regular registration → \$295

To register, please mail a \$25 non-refundable registration fee to the address below. Make check payable to "TUGG". In the memo, make sure to **write the enrolling student's name**. In addition, complete the online student profile at: www.tugg.org/youth-cities (click on "register").

Program fees are due at the kickoff reception on March 8th, 2012.

Sliding scale program fee discounts or waivers are provided for those who need financial assistance. Sibling and referral discounts are also available. Email Vicky@froghop.net to inquire.

Registration deadline is February 15th, 2012.

Youth CITIES

30 Vine St
Andover, MA 01810
617.290.5499

Youth CITIES

(Youth Creating Impact Through
Innovation, Entrepreneurship,
and Sustainability)

What is Youth CITIES?

Youth CITIES is a program that inspires, educates, and equips middle and high school students to take action and make a difference in their communities via social entrepreneurship.

This rigorous bootcamp empowers students to use the principles of entrepreneurship to drive change in their communities. Moving beyond just the academics of building businesses, Youth CITIES frames real-life problems, real-life constraints, and real-life criteria as the launch pad for students to create a value-driven, sustainable solution to real-life market opportunities.

Youth CITIES partners with prominent executives from the business and nonprofit community who teach fundamentals of leadership, presentation skills, entrepreneurship, and business plan creation, and share strategies for leveraging business principles to impact society. Students compete to start-up and build social ventures to solve real-world problems. The top 3 ventures will present their ventures to a panel of judges.

The prize? \$1500 in seed grant funding and the benefit of a hand-selected Advisory Board to help launch a prototype/pilot of the winning social venture.

Partial List of Past/Present Instructors & Judges

Colin Angle
CEO and Chairman, iRobot Corp.

Joost Bonsen
Global Board of Directors, MIT Enterprise Forum

Glen Comiso
Director of eHealth and Life Sciences, Massachusetts
Technology Collaborative

Jeff Fagnan
Partner, Atlas Ventures

Michael Foster
Adjunct Professor, Bentley College

Michael Grandinetti
Senior Lecturer, MIT Sloan School

Michael Lake
Executive Director, World Class Cities Partnership

Cary Morrill
Vice President, Cook Associates, Inc.

Tom O'Donnell
Vice President, Business Development, Product Genesis

Donald Rhine
Director, UMass Lowell TEAMS Academy

Michael Rodrigues
CEO, Triangle, Inc.

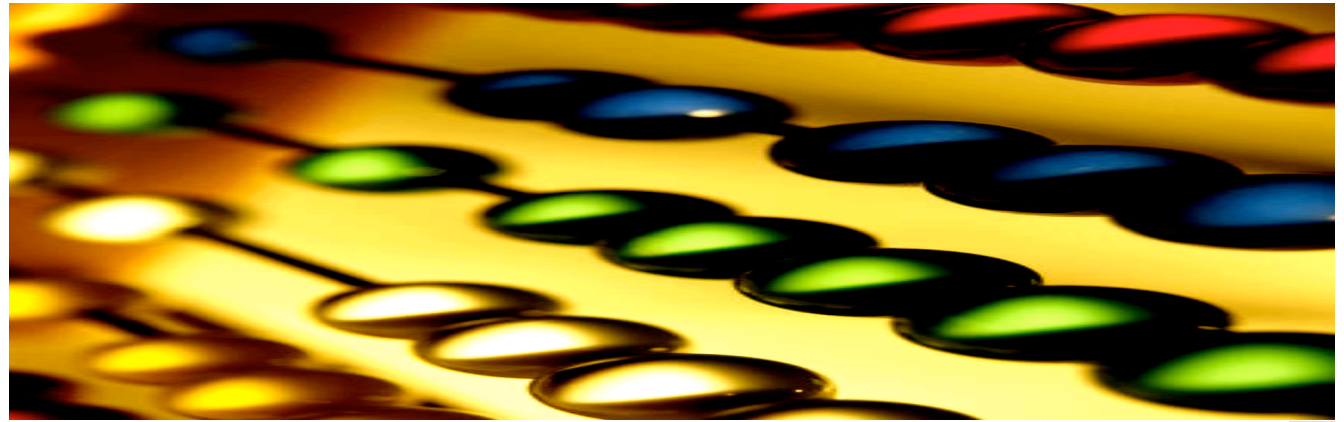
Daniel Ross
CEO of Illume Software

John Sarvey
Executive Director, School of Social Science, Urban
Affairs, and Public Policy, Northeastern University

Jerry Zadow
Chairman and CFO, Jhamste International

Ken Zolot
Senior Lecturer, MIT Engineering School & Sloan
School; Senior Fellow, Kauffman Foundation

Vicky Wu Davis
Program Director, Youth CITIES



Benefits of Participating in Youth CITIES

Skills for a lifetime: This bootcamp curriculum includes instruction on the nuts and bolts of starting/running a business. Even though taught in the context of social-value generation, skills such as how to network, how to research and back up an idea with data, and how to make a presentation, are applicable in a variety of future settings the youth will encounter.

Unique networking opportunity: Youth CITIES has partnered with an amazing combination of academia and practitioners who will be interacting, mentoring, instructing, and networking with the students who participate in Youth CITIES. Practitioners are executives from social ventures, venture capitalists and social venture funders, bankers, and corporate executives active in their community. Students participating in Youth CITIES will have the opportunity to learn from them, hear their testimonials, and network with them. Students will gain confidence when interacting with folks who are top in their field, learn essential communication skills, and figure out how to get noticed by busy people when among other great competing ideas.

Please check out the sidebar for a partial list of the industry leaders that have served as instructors, mentors, and judges of the Youth CITIES program.

Self-discovery and career development: It takes a variety of personalities and skill sets to make change happen...some are the visionaries, some are number-crunchers, and some are the engineers/teachers/medical providers, etc. This program reinforces the fact that we are all interconnected, and that our actions (or lack of) impact our team, business, and community. Students start discovering what they enjoy most, and understand why others with complementary skills are important. More than ever, for-profits are conscious of how their business decisions need to be environmentally sound, and also benefit the community around them. Nonprofits are also realizing that donations alone cannot always sustain goodwill. Youth CITIES provides tools, skills, and contacts that are useful and applicable whether working inside a large corporation, small business, or nonprofit...regardless of their field of study.

Community Awareness: Youth have the unique perspective and energy to move mountains; give them the right tools and a support network, and the results can be life-changing. In the long run, the goal of Youth CITIES is not to make everyone into an activist. Rather, it is to instill a sense of awareness so that we will understand that there are always a variety of paths we can take to reach a destination...and hopefully on that journey, we can all find a way to positively impact our community along the way.