



**VIRTUAL
ACCELERATOR
FOR
TEENAGERS**

**Financial Literacy
Leadership
Entrepreneurship**



OUR PROGRAMS EDUCATE AND INSPIRE THE NEXT GENERATION OF LEADERS



FINANCIAL LITERACY LEADERSHIP ENTREPRENEURSHIP

Designed for Teens Ages 14-18

Structured as a hybrid of instructional and immersive learning, our programs develop the skills and adaptability needed to launch; in business and in life.

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- We create a customized and high-caliber experience for teenagers. Maximum admission per session is 25 with a 5:1 participant to staff ratio.

- No two days will be the same - we run sessions in the most fun and engaging ways possible! We encourage autonomy and independence while our professional staff supports learning and accountability.

- Participants often credit Launch Generation with giving a competitive advantage on their college applications and job/internship prospects.

Join Us Virtually
July 28 -
August 6, 2021

Cost: \$650



2021 Session

Participants will leave with:

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- Clarity of personal leadership and communication styles
- Cheat sheets on various topics around financial literacy, leadership, and entrepreneurship
- A diversified mock stock portfolio and knowledge of how to get started in investing
- A budget template and tips for managing personal finance
- A business pitch deck, basic projections, and a recording of final pitches
- A new network of like-minded peers, industry-leading experts, and mentors
- Access to ongoing Launch Generation alumni events

SAMPLE AGENDA



SUMMER 2021 VIRTUAL PROGRAM

JULY 28 -
AUGUST 6

WEDNESDAY JULY 28

NETWORK EFFECT

There are 7 billion+ people in the world waiting to be met. Start by connecting with your fellow attendees and mentors. Learn about different communication styles and put your teamwork to the test.

9:30 Networking
10:30 Say What? Honing Your Communication Style
12:00 Lunch Break
1:00 Teamwork Challenge

THURSDAY JULY 29

DAY OF ADULTING

Despite its occasional bad reputation, being an independent adult can be pretty great. Things run smoother if you know how to manage your career and finances. These sessions build skills to help guide you into your future.

9:30 Personal Finance 101
11:00 Investing in the Stock Market
12:00 Lunch Break
1:00 Team Investment Portfolio Challenge

FRIDAY JULY 30

DESIGN YOUR WORLD

The ability to design is imperative, from designing a product to designing your life. Learn the steps of the design thinking process and put them to use as you and your small group finalize a business idea.

9:30 Market Gaps and Brainstorming
10:30 Design Thinking Workshop
12:00 Lunch Break
1:00 Team Time - Market Research

MONDAY AUGUST 2

DOING GOOD AND WELL

Can you make money and make the world a better place at the same time? Hear from industry experts on what they look for when investing in a business, from pitches and finances to ethics and social responsibility.

9:30 Pitch Perfect with Guest Venture Capitalist
10:30 Do No Harm: Ethics in Business
12:00 Lunch Break
1:00 Team Time - Mapping Stakeholders

TUESDAY AUGUST 3

ON BRAND

What's in a brand? Hear from industry experts on what goes into brand development and marketing. Put your new knowledge to work as you build out your brand and marketing strategy.

9:30 Branding
10:00 Target Market
12:00 Lunch Break
1:00 Team Time - Brand & Marketing Strategy

WEDNESDAY AUGUST 4

DOWN TO BUSINESS

Discover the logistics of starting a company and putting structures in place to build something great. Practice reading standard business financial statements and building your own start up projections.

9:30 Business Finance 101
10:30 Business Operations
12:00 Lunch Break
1:00 Team Time: Figuring Out the Finances

THURSDAY AUGUST 5

TAKE THE LEAD

You'll be prepped on the best ways to engage while presenting and how to stay resilient in times of high stress. Experience crunch time as you gear up for the final presentations!

9:30 Resiliency & Leadership
10:30 Presenting Yourself
12:00 Lunch Break
1:00 Team Time - Final Stretch

FRIDAY AUGUST 6

SPEAK UP

Utilizing everything you learned, present your idea in front of mentors, parents, potential investors, and local media.

9:30 Dress Rehearsal
10:30 Business Presentations
12:00 Lunch Break
1:00 Taking It Home: How to Lead and Launch

Sessions and guest speakers subject to change.
See website for most up-to-date agenda.



LAUNCH
GENERATION
ALUMNI
PROGRAM

Participants stay involved via our alumni network which includes curated resources, access to Launch Generation mentors, educational webinars, and shared information on internship and job opportunities.

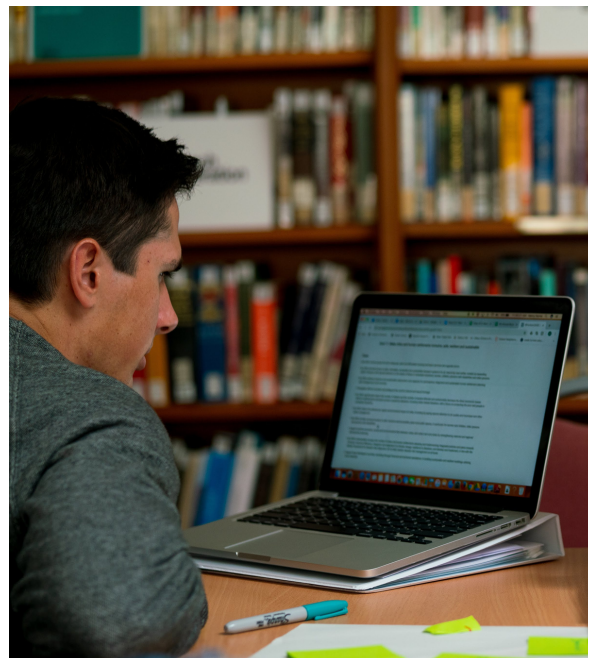
OUR APPROACH

Our curriculum is project-based and focused on **relevant life skills**. We have a strong concentration in **financial literacy**, helping teens attain the confidence and tools necessary to create an independent life.

We encourage the ideals of **simultaneously making money and creating positive change**. Our sessions show how making ethical decisions today can affect the long-term viability and success of businesses, your life, and our world.

Practice in **design thinking, identifying market gaps, and negotiation techniques** help develop the adaptability necessary to thrive in a rapidly changing world.

Participants work in small groups to create original and viable businesses to be pitched at the end of the program.



Teens participate in **leadership workshops** structured by a former officer of the British Royal Marines to gain understanding and practice in discipline, ethics, and strategies to effectively lead.

Through **dedicated time with industry-leading experts**, participants are exposed to new ways of thinking about business and ethics in a global landscape.

Participants leave with the sense of belonging to something bigger, having created a **diverse network of mentors, friends, and future business partners** from around the world and from varying walks of life.

TESTIMONIALS

"Every speaker, game, and team experience boosted my understanding of the business world. Looking back, I realize that the way each day melted into the next day's lesson was truly magical. Walking away from this experience, I feel more confident in myself, in my knowledge, and in my future."

-Savina, Alum

"I am so grateful that I had the opportunity to go to this program. I learned about things you don't get from a traditional classroom setting. The experience inspired me to go down the business route for my future career. It was an eye-opening experience, and I always find myself utilizing the skills that I acquired."

-Jenna, Alum

"This program was formative and we would recommend it for teenagers as a fundamental building block for anyone living in the 21st century. Being prepared to think like an entrepreneur and having basic training in rudimentary financial concepts and business planning is a valuable skill for every teen. These programs set teens up to take the next step in life and an excellent ROI should be anticipated."

-Chris, Parent

"My daughter had an extraordinary experience with Launch Generation. Working as part of a team to create and present a business plan, she made great friends from around the world and stepped out of her comfort zone. Definitely worth the investment!"

-Sydell, Parent



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