



Presents

Be Part of a Team That Launches a Business

Join a team of 9 teenagers as they work with a young start-up entrepreneur to figure out how to launch her not-so-ordinary handbag line into the marketplace. *Teen Entrepreneur Boot Camp* will take you through the steps, along with experts in the fashion industry, marketing, PR, and accounting. This team has a deadline of one week to find a factory, create a marketing and sales strategy and present the handbag line to a group of retail buyers.

HOW DOES IT WORK?

The team will begin by understanding the product and brand they are about to launch. They will conduct industry research, and work along side the designer on product development, sourcing, figuring out manufacturing costs & production, prepare a presentation to retail buyers and most importantly, create a marketing & sales strategy.

HOW WILL I BENEFIT FROM THIS WORKSHOP?

This is an extreme business experience that is deserving of recognition by a teacher or school, and you should most certainly add your participation to your resume. We will provide you with a letter of confirmation, and you will have a press release along with an executed business plan to show the results of your effort.

WHEN?

February 15 – 19, 2010 March 29 – April 2, 2010 April 5 – 9, 2010

Monday – Friday (10am – 5pm)

WHERE?

TBD Our past sessions have transformed empty storefronts in Lower Manhattan – such as the historic Keuffel & Esser building and Schermerhorn Row at the South Street Seaport – into real operating businesses.

THE COST?

\$429 for the 5 day workshop

If you are in grades 8-12 and up for the challenge, please contact pam@tebc.info to register. There are only 9 students per project, so don't hesitate!

For additional information, please visit our website at www.teenentrepreneurbootcamp.org – or feel free to contact Pam Chmiel at 212-227-7276.