



## **SUMMER 2010**

We would like to introduce you to our New York City not-for-profit program – *Teen Entrepreneur Boot Camp*. Please visit our website at [www.TeenEntrepreneurBootCamp.org](http://www.TeenEntrepreneurBootCamp.org) for more background on us or read our blog at [teenentrepreneurbootcamp.blogspot.com](http://teenentrepreneurbootcamp.blogspot.com) to find out what daily life is like in our workshops.

As the name implies, our program is an intense, hands-on, and REAL entrepreneurial experience. We offer two different business models that teach the ins and outs of starting a business; *Retail 101* and *Wholesale and Manufacturing 101*. The teens learn by meeting professionals who share their expertise in a specific field, giving them the starting point they need to proceed with their business planning efforts. Some of our guest speakers have included architects, lawyers, merchandisers, fashion designers, manufacturers and PR specialists.

### **Retail & Franchising Workshop: (New this summer!)**

Should *This Chick Bakes*, a NYC bakery that offers unique products like Green Tea Lemon Cookies and Red Velvet Devil Dogs franchise their operation? Owners Jen Houston and Charley Tucker are putting teens to the test this summer and asking them to answer that question. The teens will consult experts, write a business plan and present the product to the public by way of a pop up store. <http://www.thischickbakes.com>

### **Wholesale and Manufacturing Workshop: (Product TBD)**

12 teens will collaborate with an inventor, product developer or fashion designer to figure out how to launch their product into the marketplace. This team has a deadline of one week to find a factory, create a marketing and sales strategy and present the product to a group of retail buyers. This workshop will take place at our Donald Trump style conference room at 14 Wall Street. To read about how a group of teens launched the *Binder Bag* this past winter go to: [www.teenentrepreneur.blogspot.com](http://www.teenentrepreneur.blogspot.com) (go to Binder Bag day 1)

Below is a schedule of our summer workshops, I hope you will join us! Please don't hesitate to contact Pam at 212-227-7276 if you have any questions.

Sincerely,  
Pam & JC Chmiel  
Founders

**Session 1 2010**

*July 5 – 16*

**Retail & Franchising 101**

*This Chick Bakes*

Monday – Friday  
10am – 5pm

\$759 (2) weeks

Location TBD

**Session 2 2010**

*July 19 – 30*

**Retail & Franchising 101**

*This Chick Bakes*

Monday – Friday  
10am – 5pm

\$759 (2) weeks

Location TBD

**Session 3 2010**

*August 2 – 6*

**Manufacturing & Wholesale 101**

**Product TBD**

Monday – Friday  
10am – 5pm

\$429 (1) weeks

14 Wall Street, 20<sup>th</sup> Floor

**Session 4 2010**

*August 9 – 20*

**Retail 101: Espresso Bar**

Monday – Friday  
9am – 4 pm

\$759 (2) weeks

Location TBD

**Session 5 2010**

*August 23 – 27*

**Manufacturing & Wholesale 101**

**Product TBD**

Monday – Friday  
10am – 5pm

\$429 (1) weeks

14 Wall Street, 20<sup>th</sup> Floor

Students are accepted on a first come first serve basis. A space will be reserved once the student's application is received, but is only confirmed once payment is made.