

A Model for Preparing  
Tomorrow's Leaders  
Today



YOUTH ABOUT BUSINESS:  
YEAR END REPORT



# Youth About Business Leadership Development Program

## Year End Report

### *For Year Ended October 31, 2017*

We're pleased to announce another successful year at Youth About Business (YAB) and our high school Leadership Development program. In 2017, we worked hard to immerse hundreds of high school students across the country in our year-round Leadership Development Program (LDP). Our model utilizes interactive simulations, residential college experiences, corporate enrichment trips, as well as executive mentorship. We had excellent volunteer participation again, with over 500 senior business professionals giving of their time and/or resources to make this program possible for our students. The professionals were key in student interactions, skill-based volunteering, curriculum development, and advisory board involvement.

Every year we've gotten a key piece of feedback from our volunteers, especially those who get to visit the Summer Business Camps at one of our partner universities. They always tell us that they didn't receive this level of training until they were in graduate school! Our students are presented with various complex concepts and asked to execute high-level business transactions. We would like to thank all of the executives who volunteered their time and/or resources to create such meaningful experiences for our students. They help us to continue developing the relevant skill sets of our students, preparing them for success throughout the remainder of high school, into college, and for their careers.

Special thanks to all of our strategic partners, corporate sponsors, executive volunteers, university partners, teachers, family members, and alumni. Nothing is more important to our organization than seeing our young people achieve their goals and fulfill ALL of their God-given potential. We appreciate being aligned with educators, parents, and other partners who share the same vision for young people in America.

***"Youth About Business has sparked my interest in business and opened up to me a wealth of opportunities to have great experiences. I now intend to study business in college and YAB has played a huge part in sculpting my decision".***

**-Ronald Prince II  
Class of 2018**



## What We Do

The Youth About Business Leadership Development Program is comprised of four major parts: The Summer Business Camp (SBC), Wall Street Conference for Teens (Wall St. Conference), Leadership Development Training (LDT), and our Entrepreneurial Training Program (currently available in the Nashville market only). Students start the program by attending Basic Summer Business Camp (Basic Camp). The application process starts in the Fall and ends in the Spring. Only students in high school during that time (even if they are a senior), are eligible to apply. You must have completed at least one year of high school before attending Basic Camp. You must have completed at least one summer of Basic Camp in order to attend the Advanced Summer Business Camp (Advanced Camp).

### **BASIC SUMMER BUSINESS CAMP**

Basic Camp is a one-week competition that consists of a Merger & Acquisition (M&A) transaction. Students are divided into 5-7 person teams and asked to assume the following roles of a real, public company:

**Chief Executive Officer (CEO)**

**Chief Human Resources Officer (CHRO)**

**Chief Operations Officer (COO)**

**Chief Marketing Officer (CMO)**

**Chief Financial Officer (CFO)**

**Chief Technology/Information Officer (CTO/CIO)**

**Chief Legal Officer (CLO)**

Each company (team of students) takes on the role of either a TARGET or an ACQUIRER. Students work with analysts, attorneys, accountants, marketing professionals, investment bankers, human resource, and information technology professionals.

### **The Week's Schedule for the Basic Summer Business Camp is as follows:**

Monday	Researching a Public Company
Tuesday	Due Diligence
Wednesday	Deal Structuring
Thursday	Valuation and Negotiating the Transaction
Friday	Presentation on how we increased or protected Shareholder Value.

The top 9 teams from all the Basic Camps compete for the national title during Championship Camp, hosted at Columbia University. Also, a one-week camp, the Championship Camp also involves an M&A-like transaction. Students research their cases and companies, work with business advisers, negotiate deals, and then present those deals to judges. A written report is submitted again, with the students being judged on a combination of the oral presentations and written reports. The National Champion,



the last team standing, is announced at our year-end banquet. Each student on the winning team is awarded shares of stock in a public company! This year's stock award is shares in SunTrust Bank.

***“YAB has most impacted my work ethic during long winded projects. Whenever there is a big challenge ahead of me I always think of Mr. Kirk and how we” Eat challenges for breakfast”. That always empowers me prevail during any situation. YAB has also taught me to have focus and creativity during times of stress.”***

**-Nicholas Crawford  
Class of 2020**

## **ADVANCED SUMMER BUSINESS CAMP**

Students are invited to return to Advanced Camp each summer after they've completed Basic Camp, as long as they have not started college yet. Students' final summer of eligibility is the summer after graduating high school. Our Advanced Camp has traditionally been held at Vanderbilt University. The Advanced Camp case changes every year and is centered on a Strategy & Operations (S&O) issue. Advanced Camp is also one-week long. Student teams in Advanced Camp are also assigned business advisers to help them construct their cases. These also include accountants, attorneys, bankers, and other industry professionals.

The Advanced Camp is significantly more challenging than the Basic Camp. Previous Advanced Camp cases include:

- Design innovative technology to cure one of the top three deadly disease
- Auctioning a Public Company
- Venture Capital Project
- Predictive Analytics in Healthcare
- Adapting to the Affordable Care Act
- Creating a National Infrastructure for Charging Electric Vehicles

Students negotiate deals Thursday evening, present those deals Friday morning, and then submit their written reports Friday evening. The winning Advanced Camp team will also be announced at our year-end banquet.



## **WALL STREET CONFERENCE FOR TEENS**

All students who participate in one of the SBC's may participate in the Wall St. Conference. Business professionals work hard, but they also play hard! While the SBC's are weeks of intense competition and learning, the Wall St. Conference is much more relaxed. There is an even mix of fun trips throughout NYC, networking events, and career luncheons. This week is structured to increase students' exposure to different businesses and professionals, offering more opportunities for the students to explore career options.

Some of the fun trips include a show at the world-famous Apollo Theatre in Harlem, a guided tour of the financial district, and a visit to Coney Island in Brooklyn, NY. Students do not live on campus during this week – they stay in a hotel in the NYC area! We have traditionally stayed right across the river from Manhattan, at the Hyatt Regency Hotel in Jersey City, NJ – just one stop on the PATH train from World Trade Center.

## **YEAR-ROUND LEADERSHIP DEVELOPMENT TRAINING**

The Leadership Development Training carries on throughout the remainder of the year. Meetings are held regionally at least one a month, and these meetings are meant to expand students' business knowledge and increase their financial literacy.

Similar to the Wall St. Conference, this program is not nearly as intense as the SBC's. Meetings are usually hosted by our different partner companies in our main operating regions. Students explore business concepts in more detail and engage in more simulation and task-based activities with the professionals. Not only do students learn more about business, but they get to work on their networking skills, communication skills, and professionalism by continuing their interactions with various professionals.

## **ENTREPRENEURIAL TRAINING PROGRAM**

Currently, this program is only available in Nashville, TN. Students have the opportunity to mentor with local business owners in this program, which exposes our 10 – 14 year olds to the practical application of business knowledge.

This program involves the hands-on management of small training centers. There are small business operatives, which we call training centers, and they provide unique experience for students. Our training centers allow students to understand what it takes to manage things like inventory, payroll, taxes, and utilities.

Through our SBC's, the Wall St. Conference, LDT, and Entrepreneurial Training Program, we are fostering the development of business and financial literacy, especially in students from underserved communities. Not only are students gaining more exposure to and understanding of the world of business, they are also developing key skill sets that will help them be successful in school and careers in industry after school is complete. We continue to see a high school graduation rate of 98%, with 90% of the students continuing on to four-year colleges and universities.



# Our Year In Review- 2017

In 2017, YAB served high school students from over 100 high schools in Atlanta, Chicago, Houston, Dallas, Memphis, Nashville, and New York. YAB was also able to serve international students this year from China. Students from these cities attended the Summer Business Camp portion of our programs at Columbia University, Vanderbilt University, and Emory University. YAB also had student representation from the following 18 states in 2017:

<b>California</b>	<b>Indiana</b>	<b>Missouri</b>	<b>Ohio</b>	<b>Virginia</b>
<b>Connecticut</b>	<b>Maine</b>	<b>New Jersey</b>	<b>Pennsylvania</b>	<b>Washington</b>
<b>Georgia</b>	<b>Maryland</b>	<b>New York</b>	<b>Tennessee</b>	
<b>Illinois</b>	<b>Massachusetts</b>	<b>North Carolina</b>	<b>Texas</b>	



*(Above: Representation of YAB students home states)*

Notable student experiences from the Summer of 2017 include:

- Bloomberg LP partnered with YAB again this year, to provide free access to Bloomberg Terminals to all teams at both Basic and Advanced Summer Business Camps. Students were able to use their systems to perform extensive industry research. We believe the increased access to financial data and research had a direct impact on this year's final written reports, with judges telling us that the quality of the reports significantly improves each year.
- Bloomberg LP had also hosted all of our students during the Wall Street Conference for Teens at their National Headquarters in NYC. The select group of students had the opportunity to take a tour of Bloomberg LP's national headquarters as well as learn how to perform a stock pitch with one of Bloomberg's executives.
- Mayer Brown extended their support this year by hosting Northeast Basic Camp judging at their firm. The students were ecstatic to present in front of a panel of esteemed judges at a great location. We appreciate the support!

A large part of what makes Youth About Business such a unique program is the access students get to professionals. Not only do they get unmatched access to our executive volunteers, but they get the opportunity to learn about some of the world's most influential companies. After intense research, students took simulated leadership roles in companies like: Apple, Netflix, Under Armour, Lululemon, Facebook, Snapchat, T-Mobile, Comcast and many more.

## 2017 KEY PARTNERSHIPS

Youth About Business appreciates the long and ongoing relationships with many of our corporations that continue to provide financial and volunteer support to the program. Students acknowledge every year that the most impactful part of the program is the time spent with the executive volunteers.

**Moody's Corporation** continues to provide tremendous scholarship support allowing us to expand our programs to Chicago and Dallas Texas this summer. They continue to be one of the greatest providers of volunteers. Each year, they host our students during both our Wall Street Conference and the Moody's Championship Camp Dinner with senior executives. Michael Rowan serves on the executive committee of the National Board.

**Ernst & Young** has been a financial and volunteer supporter of the Youth About Business programs for 9 years now. They are one of the few companies that have advisory board engagement in each of our operating markets. They continue to be involved in the "Introduction to Wall Street Breakfast" during the Wall Street Conference. Daniel McKinney serves on executive committee of the National Board.

**Sony Corporation** continues to host our National Championship Camp presentations. Every year, they allow the students to come to their Sony Corporation Americas Headquarters in New York and make their final presentations. They continue to provide financial sponsorship to help the organization build out the brand awareness and media relations.

**Dun & Bradstreet** also hosted a "Business Etiquette" session teaching our students in the Wall Street conference about conducting themselves in the corporate environment. They ended the session with a meal showing them the proper table etiquette at banquets and functions that many of them will one day attend. Dun & Bradstreet also hosted our college level training for the first time this year. We recognized them as our Innovative Partner of the Year.

**East Lake Golf Club** hosted our second golf tournament on October 12th in Atlanta, GA this year. Home of the FedEx Championship, this tournament had a very successful second year with corporate teams from over 15 firms. Special thanks to our host committee. We appreciated having the opportunity to play with executives from these firms. [Thanks again to LaDainian Tomlinson for chairing our Host Committee and inviting several Celebrity Players.](#)

Other key partnerships and relationships that provide executive volunteers/financial support include **Alston & Bird, Smith Gambrell & Russell, King & Spalding, Bass Berry & Sims, Seyfarth Shaw, Sullivan Cromwell, Mayer Brown, BankUnited, Nomura Securities, JPMorgan, First Tennessee, Deloitte, BeecherCarlson, Suntrust Robinson Humphrey, Bloomberg L.P., Bailey Southwell and LifePoint Hospital Corporation.** Thanks for continued funding support from **The Memorial Foundation and The Stringer Foundation**

## **2017 NEW AND EXPANDED PARTNERSHIPS**

Youth About Business has several new and/or enhanced partnerships.

**Nissan North America** has substantially increased their financial support each of the last five years. They have helped to increase student participation in the Atlanta market by becoming a corporate underwriter of that market. They have participation on Advisory Boards in both Atlanta and Nashville. Each of the past three years, they have participated in the judging of the National Championship Camps at Sony. We anticipate them continuing to grow this relationship with the organization.

This was our third year working with **Bloomberg L.P.** Bloomberg L.P. decided to form a partnership with YAB, as their organization is passionate about education. With Bloomberg L.P. occupying such a pivotal space in the realm of financial data and research, this was a great partnership for us the organization and our students. The summer of 2015 saw the first ever launch of Bloomberg Terminals in the Summer Business Camps, both Basic and Advanced. A Bloomberg professional spent an introductory session each Monday morning of camp walking the students through how to use the software and access the most relevant financial data for their Mergers & Acquisitions cases. We were able to do this again this year with Bloomberg volunteer executives going even more in depth. This made an even bigger impact on the student's reports. We would like to thank everyone at Bloomberg L.P. that made this possible and we look forward to continuing our partnership with them.

**Suntrust Robinson Humphrey** has increased their relationship with Youth About Business. Suntrust Robinson Humphrey provided executives for every single session from the Analyst Session on Monday to the Judging on Friday for every single camp. They have supported programs in all three of our major operating markets – Atlanta, Nashville and New York. They also have advisory board roles in two of three of our operating markets. We would like to thank everyone at Suntrust Robinson Humphrey that made this possible and we look forward to continuing to grow our partnership with them.

**Peppercomm** has partnered with Youth About Business to help them increase their Brand Awareness and Digital Footprint. They are working with our YAB Alumni Advisory Board and recently became engaged with our National Student Leadership Team to help them think through ways to further the awareness of the Youth About Business program among the corporate and student communities. They are helping the organization think through their strategic communications and we are very grateful to them for their support of the organization.

**Word of Faith Family Worship Cathedral** continued their sponsorship this year as they had over 20 students from the Church to join the Youth About Business Program at Emory University and Vanderbilt University. Through the support of the church, we were able to organize transportation for students moving on to Advanced Camp. We look forward to continuing to evolve this relationship as both parents and students have advised of the program impact as the students enjoyed both Emory University and the Wall Street Conference in New York City.

**BASIC CAMP**

In 2017, we held two Basic Camp sessions. The Basic Camps this year were five days. The camp dates were as follows:

LOCATION	DATES
<i>Emory University</i>	<i>June 4 – 9, 2017</i>
<i>Columbia University</i>	<i>July 9 – 14, 2017</i>

This year’s Basic Camp involved the following cases:

ACQUIRERS	TARGETS
<i>Under Armour</i>	<i>Lululemon</i>
<i>Apple</i>	<i>Netflix</i>
<i>Facebook</i>	<i>Snapchat</i>
<i>Coca Cola</i>	<i>Monster</i>
<i>Comcast</i>	<i>T-Mobile</i>



(Above: YAB Southeast Basic Camp students before CEO dinner with Erin Watson, SunTrust Robinson Humphrey)

## WALL ST. CONFERENCE

We held our 11th Annual Wall St. Conference in New York City from July 16 – 21, 2017 and resided in the ravishing Hyatt Regency Hotel- Jersey City. Youth About Business students from across the country made the trip to the Big Apple and the financial district. For many students, it was their first time in New York. For others that may have been to New York before, it was their first time getting to meaningfully explore the financial and multi-cultural capital of the world!

The conference kicked off with the Youth About Business Crucible of Learning. Students were put into teams and had the whole day to come up with an idea that was game changing and present it as a pitch to the panel of executive judges from Ernst & Young that volunteered that day. We also hosted the Youth About Business Olympics over the course of the week. Each team was scored based on a variety of team-building activities and the pitch. The winning teams received movie tickets and gift cards.

Students were hosted also by a number of corporate sponsors for our annual career luncheons. Host firms included Moody's Corporation, Nomura Holdings Inc., Mayer Brown, Alston & Bird, Deloitte, BankUnited, JP Morgan, SunTrust and more. Students enjoyed the opportunity to speak to executives in a very intimate environment and learn from their experiences.

After all the hard work and travel, YAB students played hard by going to World Trade Centre for an incredible sight-seeing tour of New York, visited the world famous Apollo Theater and also enjoyed a day of fun at Coney Island.

The conference is a transformational experience for many students. The conference included a guided tour of the financial district arranged by local volunteers. A unique opportunity for students this year was the visit to One World Trade Observatory. Students even posed for pictures in front of the famous Charging Bull located near Battery Park!



*(Above: YAB Students Bloomberg Headquarters, competing in a Stock pitch).*

## CHAMPIONSHIP CAMP



*(Pictured left: YAB students in a classroom session, learning how valuation methods).*

The 2017 Championship Camp was held at Columbia University from July 24-28, 2017. The case involved Ford and Apple competing to buy Tesla. The top 4 teams from Southeast Basic Camp held at Emory University and the top 5 teams from Northeast Basic Camp held at Columbia University advanced to the Championship Camp. For the Seventh time at Sony's U.S. Headquarters on Madison Avenue in New York, the Championship Camp teams presented to a panel of senior executives and business professionals acting as judges.

The case at Championship camp involved a merger and acquisition transaction. Three companies involved in the simulation were Ford, Apple and Tesla. Student teams had to work through the case throughout the week and come up with either the decision of making a transaction or not.

The Moody's Foundation hosted our annual "Dinner On Wall Street"! Managing Director Kendra Smith was Our Keynote Speaker. She advised students of the Importance of Career Preparation.

## **ADVANCED CAMP**

The 2017 Advanced Camp was held at the Owen Graduate School of Management at Vanderbilt University, Nashville, TN from July 2-7, 2017. This year's case was centered around enhancing Technology in the Grocery Store Industry. In response to the new transaction of Whole Foods being acquired by Amazon, students acted as one of three roles (WalMart Emergency Response Team, Executive Team, Financial Analysis Team) to create new and innovative technology in order to compete.

Students negotiated with the three different pools in order to combine one larger team to present their method to solve the given problem. The deals are presented to panels of Judges on Friday morning. Student teams are also required to submit a written report summarizing and defending their idea. The 2017 Advanced Camp National Champions will be honored at our annual year-end celebration held at Gaylord Opryland Convention Center, on November 30th 2017.



Special thanks to Owen Graduate School of Business for hosting our Advanced Camp Friday Luncheon this year. During this luncheon, local community executives and supporters joined us to view the top team's final presentation.

## **YAB ALUMNI INTERNSHIP OPPORTUNITIES**

Our alumni have the opportunity to participate in our Internship Program once they have graduated high school and started college. We work with students to identify relevant and available opportunities. Students who have been to at least one Advanced Camp would also have gotten a start on their professional resume, which we use to help place the students. Many of them work for some of our partners, such as HCA, Moody's Investors Service, Ernst & Young, and others.

YAB also has a great need for interns each summer, to assist with operations and the execution of the SBC's and Wall St. Conference. This program is generally 10 weeks and the colleges attended by our interns include University of Georgia (Athens, GA), Georgia State University (Atlanta, GA), University of Virginia (Charlottesville, VA), Tuskegee University (Tuskegee, AL), Baruch College (New York City, New York) and University of Ghana, Legon (Ghana, Africa).

# Summary & Outcomes

There are more outcomes that we are continuing to measure, such as our alumni college attendance, job placements, student grades and courses taken after attending YAB versus before, among many others. We are working towards expanding our infrastructure so that we can better collect, analyze, and present that data.

Our data and experiences show us that students from lower income households and from minority backgrounds do not get the same educational opportunities as those from higher income households or non-minority backgrounds. YAB employs an experiential learning model that helps to level the playing field among students from different backgrounds, giving them all the same chance to excel.

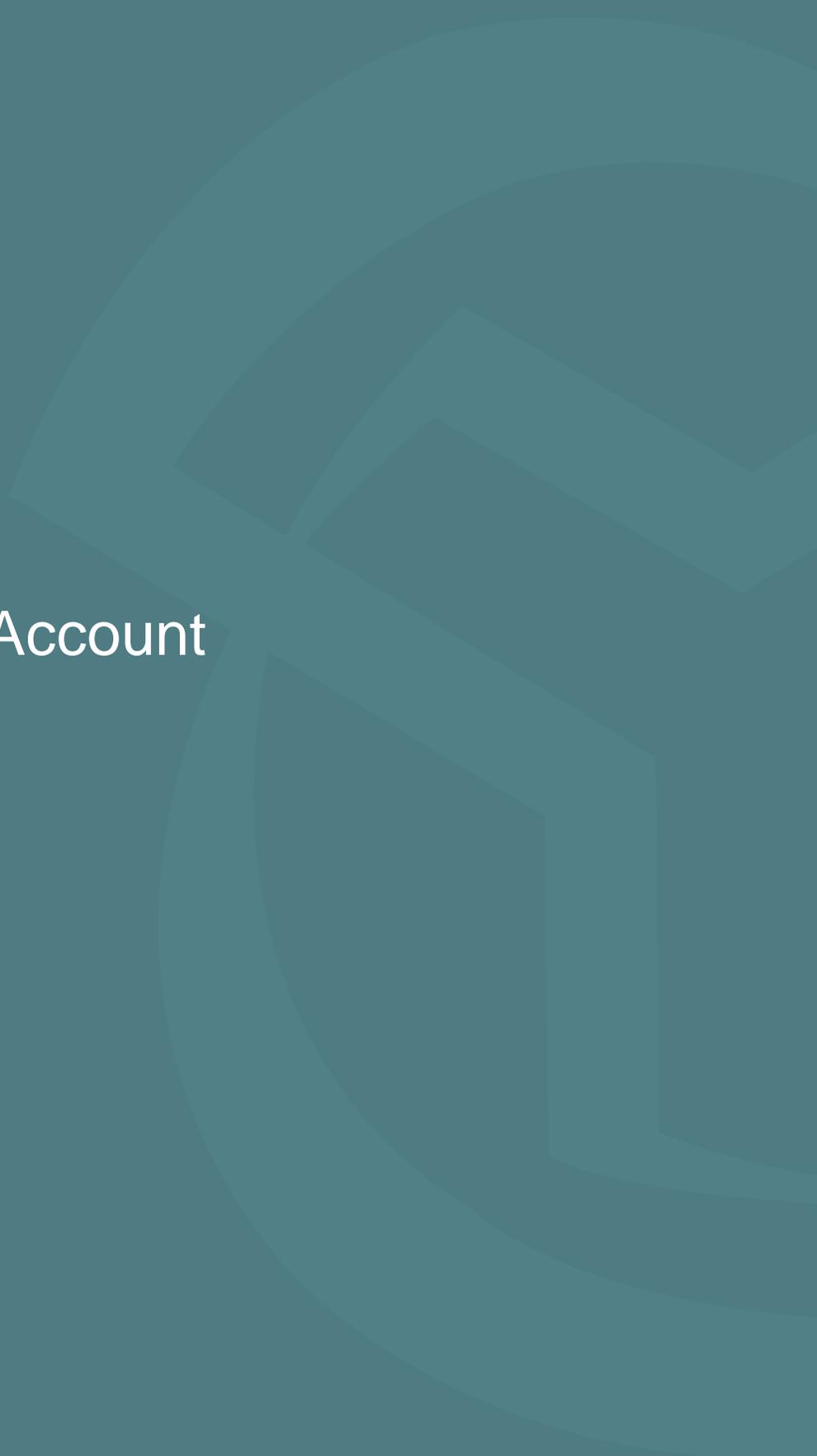
Obviously, some students require more development than others. But when you level the playing field, it's easy to see that they rise to the occasion. We actually witness the most personal and professional growth among students who spend 2-4 years in the program, with those spending all 4 years of high school with us showing the most significant progress. The longer we work with students, the more exposure they get to professionals, the more they learn to network, develop their critical thinking skills, problem solving skills, and get acclimated to the professional environment.

We get many emails from parents, educators, students, and alumni telling us about how the program impacted them. Parents tell us how their students come back using different vocabulary, more attentive to business and current events. Educators see students come back to school so much more motivated, eager to pursue more opportunities for advancement. Students tell us how they became better at time management and feel encouraged to take more Advanced Placement courses in high school. Our alumni constantly write us about how they were so prepared for their college experience and professional careers from the early exposure and training they received at YAB. We look forward to getting hundreds of these students, alumni, and others together at the Youth About Business 25th Anniversary Celebration in 2017!

Youth About Business continues to excel in areas such as graduation rates and college enrollment as we graduated 98% of our high school students. Over 90% of our eligible college students are currently enrolled in colleges and universities across the nation. Our alumni are attending Babson College, Cornell University, Columbia University, Emory University, Harvard University, Morehouse College, New York University, Spelman College, University of Chicago, University of Georgia, University of Pennsylvania, Vanderbilt University and many other top tier universities.

	<b>2017</b>
<b>Leadership Training Students</b>	350
<b>Schools / Nonprofits</b>	120+
<b>Executive Volunteers</b>	500+

# A Financial Account

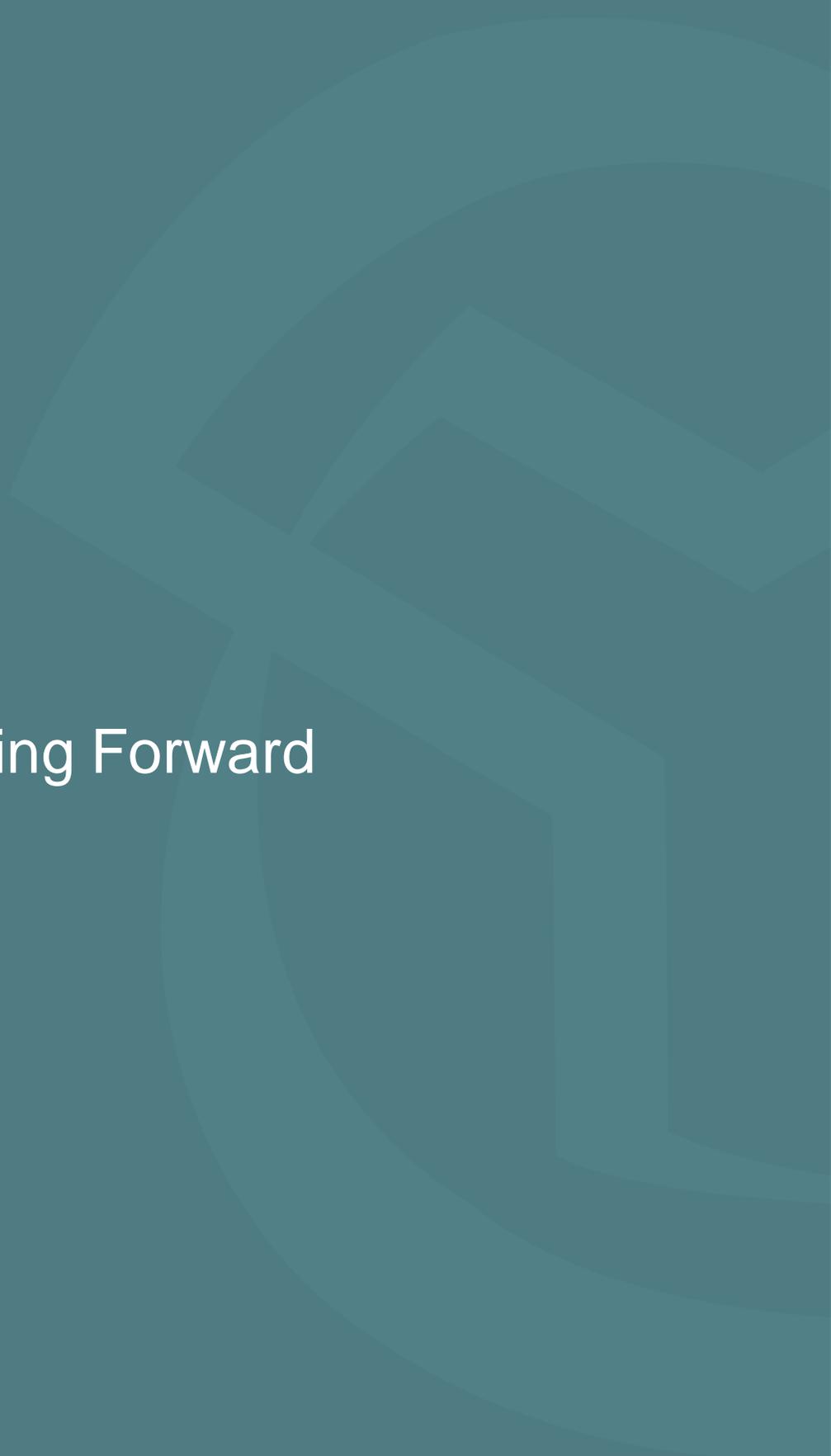


## A FINANCIAL ACCOUNTING OF THE USE OF FUNDS

Corporate and foundation support was instrumental in helping YAB accomplish its goals for the 2016 Leadership Development Program. The standard scholarships awarded to eligible students are \$3,500 per student. Our annual cost per student is \$5,000. This leaves students and their families with a balance of \$1,500 that covers their participation in Summer Business Camp, the Wall Street Conference for Teens, and Leadership Development Training (monthly meetings).

SBC Room and Board	\$	700
SBC Supplies and Curriculum		550
Program Administration		880
Wall Street Conference for Teens		1,300
Championship Camp Fee		280
Monthly Meetings and Curriculum		600
National Programming Costs		490
Cost per Student		<u>5,000</u>
<i>Less Student Registration Fees</i>		<i>(1,500)</i>
Total Student Scholarship (standard)	\$	3,500
Total per Team of 7 students	\$	24,500

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# Activities Going Forward

## ***National Expansion***

Youth About Business has been changing the lives of young people since 1992. It all started with 7 students in Nashville, TN. Twenty-four years later we are proud to have served over 7,000 students. Our mission is to expose young people to the business world through our experiential learning model, fostering the development of financial literacy and leadership skills necessary to be more successful in school and life. Our focus has always been to provide growth opportunities for students from underserved communities but our strength comes from the great diversity among our students. As seen in some of our metrics, we work with students from various ethnic and socio-economic backgrounds.

We know we may not be able to reach every single young person in across the globe, or even here in America, yet, we operate with that goal in mind. Youth About Business is working with our various Local Advisory Boards, as well as our National Advisory Board, to develop the best strategies for scaling the program nationally. While we want to change as many lives as possible, we also want to do so in a manner that is efficient and one that would not decrease the quality of the program we deliver.

Currently, our presence is strongest in the Nashville, Atlanta, and New York City markets. These three markets have tremendous growth potential as there is great support among parents, students, and professionals. Parents have been the biggest driver of the program, because they are witnessing, firsthand, the transformation of their children. Based on the feedback, we anticipate significant growth over the coming years.

The Youth About Business mobile application (app) launched in 2014 for Android operating systems and can be downloaded from the Google Play Store. The app's functionality is still being built out. We plan on utilizing the app to make our operations more efficient (such as facilitating student and volunteer registrations) and to help others easily learn about YAB and the impact it has had and continues to have (users will have access to alumni stories). We are still working on the developing the app for Apple iPhones running iOS.

For the first time, YAB has formed an Alumni Advisory Board. Alvin Wade, currently at WalMart in Strategy and Finance serves as the Board Chairman. The board consists of 10 YAB alum, all of whom are dedicated to helping others have the same opportunities they did. When the Alumni Advisory Board was formed, the group decided they would focus on three main areas: YAB's social media presence, connecting alumni back to the program as they finish their high school careers and begin college, and fundraising. If these areas are improved in the organization, YAB will be better positioned for national expansion.

We look forward to continued growth in 2018.

# Additional: Student Impact Statements

***“Over the past weeks Youth About Business has taught me so much about a variety of concepts that I have never been exposed to. I have learned how basic businesses work and inspired me to pursue a major or a job in the future in business. YAB also improved my leadership and communication skills which will be useful to me as I plan to pursue a major or a job in business.”***

**-Elisa Dong  
Class of 2018**

***“YAB is important to me because it played a huge role in guiding my future. It has impacted me in more ways than one. From public speaking to critically analyzing complex financial statements, I've learned so much from attending the camp. I've attended the program for all four years of my high school career. I think it's because of the competitive nature, the raw experience working with real-life professionals, and the opportunities that come with meeting them is what brings me back year after year.”***

**-Jonathan Lin  
Class of 2016**

***“Youth About Business showed me the versatility of business and how it impacts our everyday lives in so many ways. Through this experience, I have understood the importance of business, and I look forward to seeing myself having a business career in the future!”***

**-Jhanvi Desai  
Class of 2018**

Thank You

