



Youth About Business 2018 Year-End Report



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Youth About Business Leadership Development Program For Fiscal Year Ended October 31, 2018

We are pleased to announce another successful year at Youth About Business (YAB) and with our high school Leadership Development program. In 2018, we worked hard and diligently to immerse hundreds of 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 300 senior business professionals giving off 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 national advisory board involvement.

Every year we have 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, and 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: Program Overview

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 Operations Officer (COO)
- Chief Marketing Officer (CMO)
- Chief Financial Officer (CFO)
- Chief Technology/Information Officer (CTO/CIO)
- Chief Legal Officer/General Counsel (CLO)
- Chief Human Resources Officer (CHRO)

Each company (team of students) is designated as either a TARGET or an ACQUIRER. Students work with analysts, attorneys, accountants, marketing executives, investment bankers, human resource professionals, and information technology professionals.

. The simulated Merger and Acquisition cases for this year were:

Acquirers		Targets
Amazon	---	Shopify
Walmart	---	Humana
Costco	---	Sears
Comcast	---	Netflix
Facebook	---	PayPal



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 at Sony Headquarters in New York City. A written report is submitted and the students are 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 was awarded shares of stock in the Apple Corporation this year.

[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 and is hosted at Vanderbilt University. Student teams in Advanced Camp are also assigned business advisers to help them construct their cases. This year's case had the students working in the area of autonomous vehicles and the Nissan Pro Pilot technology.

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

- 1) Design disruptive technology to help cure one of three deadly disease
- 2) Auctioning a Public Company
- 3) Leverage Buy Out Case
- 4) Venture Capital Project
- 5) Predictive Analytics in Healthcare
- 6) Adapting to the Affordable Care Act
- 7) Creating a National Infrastructure for Charging Electric Vehicles

[Wall Street Conference for Teens]

All students who participate in one of the SBCs 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 meant to increase students' exposure to different businesses and 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 SBCs. 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. 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.

2018 Programming Highlights

[Demographics]

In 2018, YAB served high school students from over 100 high schools across the country. 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 had student representation from 13 states and China in 2018:



[Notable Partnerships and Highlights 2018]

Moody's Corporation continues to provide tremendous scholarship support to our programs. 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. This year's guest speaker was President of Moody's Global Philanthropy, Arlene Isaacs-Lowe, and we were hosted at Bobby Vans The Vault in New York. She made an inspiring speech about Leadership in a global and diverse workplace. Michael Rowan serves on the executive committee of the National Board. Henrietta Chang serves on the NE Advisory Board.

Nissan North America continues to provide tremendous scholarship support to our programs as a National Sponsor. They host our annual Nissan Corporate Luncheon at King & Spalding and provide our speaker each year to address executives, parents and students. Our business case from this past summer focused on the Nissan Pro Pilot Technology and actual judges from Nissan Headquarters attended the final presentations. Jeffrey Webster serves on the National Advisory Board. RaShonda Harris serves on the SE Advisory Board.

SunTrust Robinson Humphrey continues to provide tremendous scholarship support to our program as a National Sponsor. They are one of the largest providers of executive volunteer support nationally. This year they hosted activities in all three markets where Youth About Business operates – Atlanta, Nashville, and New York. They hosted our 26th Annual Reception at the SunTrust Park in Atlanta, GA this year and this was attended by parents, executive volunteers, alumni and our students. They distinguished themselves this year by providing both full time and internship opportunities to our YAB Alumni. Erin Watson serves on the Youth About Business National Advisory Board. Kecia Howson serves on the SE Advisory Board and Tina Bhagnari serves on the NE Advisory 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 nationally. They continue to host our students for the “Introduction to Wall Street Breakfast” during the Wall Street Conference. Daniel McKinney serves on executive committee of the National Board. Derrick Steele serves on the Northeast Advisory Board and James Summer/Matt Crocombe serve on the SE Advisory 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.

East Lake Golf Club hosted our 3rd annual golf tournament on October 18th in Atlanta, GA this year. This is the home course of the FedEx Championship. We have had notable Professional Athletes serve on our host committee such as LaDainian Tomlinson, Michael Vick, Rodney Harrison, Michael Turner, Ray Buchanan, and Maurice Williams. Our 2018 Host Committee Chairman was Heisman Trophy Winner Mike Rozier.

Other Highlights-

1. 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 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.
2. James DeNaut, Joint International Head of Investment Banking Nomura Holdings, Inc and YAB National Advisory Board Chairman, coordinated a CEO Luncheon during our Wall Street Conference at Nomura New York HQ. During the National Championship week, Jim also hosted our championship camp students, Northeast Advisory Board Members and Senior Executive Leaders from the NY Business Community at the exclusive Sony Club located at Sony’s new headquarters at 25 Madison Avenue for the annual “National Chairman’s Luncheon”.
3. Columbia Business School Private Equity Course Professor invited several of our female students from the Wall Street Conference to participate at Private Equity Conference at Ernst & Young. Our students got chance to talk with the top women managers from Private Equity Company and hear about their journeys and career suggestions.



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.

[Other Key Partnerships]

Other key partnerships and relationships that provide executive volunteers include **Alston & Bird, Smith Gambrell & Russell, King & Spalding, Bass Berry & Sims, Seyfarth Shaw, Sullivan Cromwell, Mayer Brown, BankUnited, Nomura Securities, JP Morgan, Deloitte, BeecherCarlson, and Bailey Southwell.** Thanks for continued funding support from **The Stringer Foundation.**

[2018 Expanded Partnerships] .

Word of Faith Family Worship Cathedral has been a sponsor for two years. This year, they had over 20 students from the Church to join the Youth About Business Program at Emory University and Vanderbilt University. We look forward to continuing to evolve this relationship as both parents and students have advised of the program impact. The students have enjoyed both Emory University Vanderbilt University and the Wall Street Conference in New York City.

“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)



Summary & Outcome

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.

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.



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Students whose families earn \$150,000 or less are the only families eligible for full scholarship support of \$3500.00.

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 who qualify 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	\$5,000
Less Student Registration Fees	\$(1500)
Total Student Scholarship (standard)	\$3500
Total per Team of 7 students	\$24,500



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-six 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.

Two years ago, YAB formed an Alumni Advisory Board. Alvin Wade, currently at Wayfair serves as the Alumni Advisory 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 2019.



YAB Alumni Internship Opportunity

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 Emory University(Atlanta, GA), University of Alabama (Tuscaloosa, AL), University of Texas (Austin, TX), and Binghamton University (Binghamton, NY).



(Above: YAB students had a group picture taken in front of Low Memorial Library, Columbia University)



(YAB Students on their tour of the New World Trade Center Site)