

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, 2019

We are pleased to announce another successful year at Youth About Business (YAB) and our high school Leadership Development program. In 2019, 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.

500 senior business professionals committed 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, 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 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 fulfilling 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**



The Youth About Business Programming Cycle



The Youth About Business Leadership Development program is available to current high school students. Each year of participation includes a residential university experience (Summer Business Camp), a leadership and career conference, monthly professional and social outings for students and alumni, and specialized training opportunities and student-led projects. Many students participate across multiple years and go on to give back as they transition into our alumni network of prepared and talented students.



BASIC SUMMER BUSINESS CAMP

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

- **Chief Executive Officer (CEO)**
- **Chief Human Resources Officer (CHRO)**
- **Chief Operations Officer (COO)**
- **Chief Marketing Officer (CMO)**
- **Chief Financial Officer (CFO)**
- **Chief Tech/Information Officer (CTO/CIO)**
- **Chief Legal Officer (CLO)**

Each team takes on the role of either a Target or an Acquirer. Students work with analysts, attorneys, accountants, marketing professionals, investment bankers, human resource, and IT professionals.

Summer Business Camp Schedule:

| | |
|-----------|------------------------------|
| Monday | Researching a Public Company |
| Tuesday | Due Diligence |
| Wednesday | Deal Structuring |
| Thursday | Valuation and Negotiation |
| Friday | Presentation to Shareholder |

Championship Camp

Top teams from each Basic Camp compete in a second M&A transaction for the national title at Championship Camp, hosted at Columbia University. Students are judged on a combination of their oral presentations and written reports. The National Champions are 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 was shares in Slack Technologies (NYSE: WORK).

"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 to 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 / Technology Camp

After completing Basic Camp, students are invited to return to our Advanced Camp the following summer. The Advanced Camp is significantly more challenging than the Basic Camp. Previous Advanced Camp cases have included: Designing innovative tech to cure one of the top three deadly disease, Auctioning a Public Company, Predictive Analytics in Healthcare, and Creating a National Infrastructure for Charging Electric Vehicles.

This year, YAB successfully piloted a technology camp. This camp was a week-long experience, hosted by Vanderbilt University. Student worked with group of business advisors, including accountants, attorneys, technology specialists, investment bankers, and other industry professionals, to come up with a creative technology solution to solve the Global Obesity Crisis.

The winning team this year was invited to visit the Apple HQ in Cupertino to present to Apple executives. Youth About Business is only the second student group to be invited to the new campus.





WALL STREET CONFERENCE FOR TEENS

Business professionals work hard, but they also play hard! While the Summer Business Camps are weeks of intense competition and learning, the Wall St. Conference is much more relaxed. There is a balanced mix of fun trips throughout NYC, networking events, and career luncheons. This week is structured to increase student 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 Ground Zero, and a visit to Coney Island in Brooklyn, NY. Students do not live on campus during this week – we have traditionally stayed right across the river from Manhattan, at the Hyatt Regency Hotel in Jersey City, NJ.

YEAR-ROUND LEADERSHIP DEVELOPMENT TRAINING

Training carries on throughout the remainder of the year. Meetings are held regionally at least one per month, with the intention of expanding business knowledge and increasing financial literacy.

Meetings are usually hosted by our partner companies in our main operating regions. Students explore business concepts in more detail and engage in simulation and task-based activities. Not only do students learn more about business, but they get to work on their networking, communication, and professionalism.

ENTREPRENEURIAL TRAINING PROGRAM

Available in Nashville, students have the opportunity to mentor with local business owners, which exposes our 10 – 14 year-olds to the practical application of business knowledge.

This program involves the hands-on management of small business operatives, called training centers, that 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 Summer Business Camps, Wall Street Conference, Leadership Development, and Entrepreneurial Training, we are fostering the development of business and financial literacy, especially in students from underserved communities.

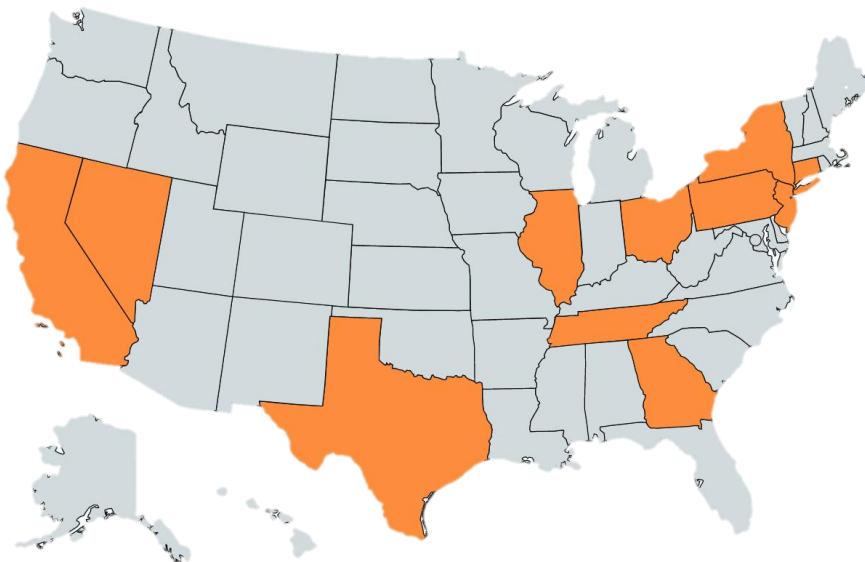
Not only are students gaining more exposure to and understanding of the world of business, they are also developing key skill sets that will help them to be successful in school and in industry. We continue to see a high school graduation rate of 98%, with 90% of the students continuing on to four-year colleges and universities.

Our Year In Review - 2019



Program Reach

In 2019, YAB served high school students from over 50 high schools with core groups from Atlanta, Nashville, and New York and representation from Chicago, Dallas, Houston, and others. YAB was also able to serve international students this year from Mexico and China. Students from these cities attended the Summer Business Camp portion of our programs at Columbia University, Vanderbilt University, and Emory University. US Student representation is geographically represented across the 11 states below:



(Above: Representation of YAB students home states)



YAB launched its inaugural Technology Pilot Program. Students worked as teams of tech companies, investors, and healthcare providers to propose a tech-driven solution to the **Global Obesity Crisis.**

Apple executives helped to judge the inaugural camp and were enthusiastic about student outcomes.

Teams made a presentation to present their idea. The top team was invited *to visit Apple in September to present their tech idea to execs in Cupertino.*

As a part of their west coast trip, the winning team also visited a Venture Capital firm and toured Stanford and Berkeley Universities.



2019 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 YAB to further scale impact. Moody's continues 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 over 10 years. 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" and the "Crucible of Learning" Business Pitch competition. Daniel McKinney serves on executive committee of the National Board.

Suntrust also hosted a "Career Progression" session teaching our students at the Wall Street conference about conducting themselves in the corporate environment. Mike Wheeler, Head of Investment Banking, served as our CEO speaker for the Southeast Basic Camp.

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 in addition to being site host for our Annual Chairman's Luncheon.

East Lake Golf Club hosted our fifth golf tournament in Atlanta, GA this year. We appreciated having the opportunity to play with executives from partner firms. Thanks again to **LaDainian Tomlinson** for chairing our Host Committee and inviting several Celebrity Players, including former NFL players, Michael Vick and Fred McCrary, Comedian, Joe Torry, and former NBA player, Kevin Willis.

Bloomberg LP partnered with YAB to provide access to Bloomberg Terminals for both Basic and Advanced Camps. Students used Bloomberg to perform industry research and build detailed financial projections. Many students were inspired to even complete online coursework to get official Bloomberg certification.

Other key partnerships and relationships that provide executive volunteers/financial support include **Nissan North America, Alston & Bird, Epic Brokers, Smith Gambrell & Russell, King & Spalding, Bass Berry & Sims, Seyfarth Shaw, Sullivan Cromwell, Mayer Brown, BankUnited, Nomura Securities, JPMorgan, First Tennessee, Deloitte, BeecherCarlson, Bloomberg L.P., Bailey Southwell, LifePoint Hospital Corporation, Word of Faith Family Worship Cathedral**. Thanks for continued funding support from **The Stringer Foundation**



Basic Summer Business Camp

As an introduction to YAB, students participate in a Mergers and Acquisitions (M&A) simulation training. The organization hosted two competitions this summer in Atlanta and New York.

SE and NE Regional Camps

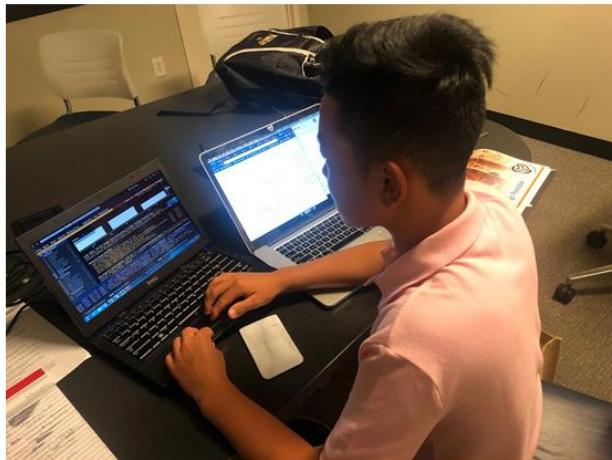
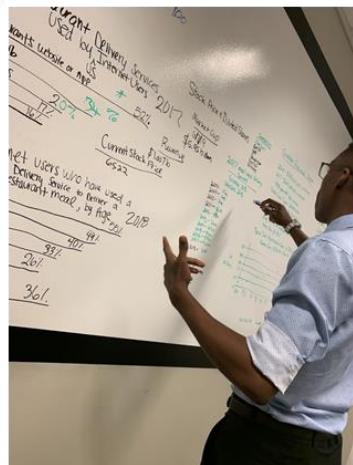
| Host University | Camp Dates |
|---------------------|-------------------|
| Emory University | June 9 – 14, 2019 |
| Columbia University | July 7 – 12, 2019 |

2019 Basic Camp M&A Cases:

| Acquirers | Targets |
|-----------|--------------|
| Alphabet | Lyft |
| Amazon | Costco |
| Netflix | AMC Networks |
| Uber | GrubHub |
| Disney | Hasbro |



Students work in teams to complete their M&A transactions. Along the way, they receive consultation from corporate advisors, including: analysts, accountants, lawyers, investment bankers, Human Resources, IT executives and many more. Students use real public company data and real analysis toolkits to bring their transactions to life.





Wall Street Conference for Teens

We held our 15th Annual Wall St. Conference in New York City and resided in the 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 to create a game-changing idea to pitch to a 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 outcome of their pitch.

WORK HARD

Students were also hosted 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.



PLAY HARD: After all the hard work and travel, YAB students played hard by going to the World Trade Center 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.



Championship Camp

The 2019 Championship Camp was held at Columbia University from July 22-26, 2019. The case involved Electronic Arts (EA) and Activision Blizzard competing to buy Zynga. 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.

The Championship Camp teams presented to a panel of senior executives and business professionals at Sony's U.S. Headquarters on Madison Avenue in New York

(2019 National Championship Team)



The Moody's Foundation hosted our annual Dinner on Wall Street in the Vault at Bobby Van's. The event was hosted by Arlene Isaacs-Lowe, President of Moody's Global Philanthropy. The Keynote was delivered by Ebony Shaaf, SVP of Access Management.

Students and volunteers enjoyed dinner with executives at one of the most unique venues in NYC.



ADVANCED CAMP / Technology Camp Pilot

This year, YAB launched the pilot for the Technology Camp. This week-long camp is designed for returning YAB students and was hosted at the Owen Graduate School of Management at Vanderbilt University.

Students worked in teams of tech companies, investors, and healthcare providers to propose tech-driven solutions to the Global Obesity Crisis.

Students deals are presented to panels of judges at the end of camp. Student teams are also required to submit a written report summarizing and defending their idea.



The winning student team (pictured right) was invited for an amazing opportunity to present their ideas to Apple executives at the Apple headquarters in Cupertino. Students were also able to tour Stanford University, meet with a business school professor at UC Berkeley Haas School of Management, and learn from real Venture Capitals how they prospect deals and evaluate opportunities. This was truly a life-changing experience for the students.

YAB ALUMNI INTERNSHIP OPPORTUNITIES

Our alumni have the opportunity to participate in our Internship Program once they have started college. Students who have been to at least one Advanced Camp certainly have a leg up on professional development. Some go on to 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 programming. This program is generally 10 weeks and is a great development opportunity for our alumni.



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.

| Stakeholders | 2019 |
|------------------------------|-------------|
| Leadership Training Students | 450 |
| Schools / Nonprofits | 120+ |
| Executive Volunteers | 500+ |

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 Cornell, 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 others.

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 2019 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).

| Leadership Development Program Costs | |
|--------------------------------------|----------------|
| University Room and Board | \$730 |
| SBC Supplies and Curriculum | \$570 |
| Program Administration | \$900 |
| Wall Street Conference for Teens | \$1,500 |
| Championship Camp Fee | \$250 |
| Monthly Meetings and Curriculum | \$600 |
| National Programming Costs | \$450 |
| Cost per Student | <u>\$5,000</u> |
| Less Student Registration Fees | (\$1,500) |
| Total Student Scholarship (Standard) | \$3,500 |
| Total per Team of 7 Students | \$24,500 |



Activities Going Forward



National Programming

Youth About Business has been changing the lives of young people since 1992. It all started with 7 students in Nashville, TN. Twenty-seven 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.

2019 was another good year of milestones for the organization:

- The **Youth About Business Technology Integration Program** was established with the Championship team culminating their experience with a trip to Apple Headquarters in Cupertino, California.
- The **Youth About Business Alumni Corner** has been established where thousands of our alumni will eventually provide career mentoring opportunities, connect with corporate partners, and give back.
- YAB launched the **Business Economy of Tennessee** through support from the Governor's Office. This program will give over 200 new students an opportunity to tackle real challenges facing major industries in the Nashville, like how to secure safe, affordable, and profitable healthcare services; how to manage and accommodate the influx of visitors travelling to the city each week; understanding the housing implications of a hot real-estate market; and how to compete in booming entrepreneurial environment.
- YAB also made two **key hires**. **Grace Urena** joined the team as Senior Administration Officer, coming from Columbia University. Her responsibilities include enhancing communications, marketing, database management, and social media strategy. **Alvin Wade** rejoined YAB as Director of Youth Programming. Alvin was the first student from the YAB program to go to Wall Street. His responsibilities include overseeing the National Summer Business Camps, working with the local advisory boards to improve overall market operations, and delivering the Business Economy of Tennessee program.

We are very thankful to all those who have provided support to the organization in 2019. Youth About Business continues because of this unparalleled support, both financially and through your volunteerism. We remain committed to “preparing tomorrow’s leaders today.” Thanks again to every parent, student, board member, corporate partner, YAB alumni, executive volunteer and financial supporter for helping us continue to deliver this program to students.

We look forward to 2020 with tremendous anticipation.

Additional: Student Impact Statements



Student Impact Statements:



"Before YAB, finance and business was just another one of my options for future career choices. Now, I don't want to major in anything else besides finance. YAB ignited the interest for me to follow this career path and taught me many basics and skills that are necessary to enter the business world."

- ***Sameer Chowdhury – Bronx, NY Class of 2019***

"Youth About Business truly played a large role in planning for my future. I plan on using the knowledge I have gained from camp to excel in college and remain at the top of my class. It should be interesting to see what I can bring to school with me after camp this year."

- ***Jalyn Perry, Nashville, TN Class of 2019***

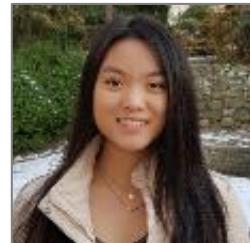


"I discovered that business is a lot like sports in the way that it is competitive and taxing. Learning about business also opens your eyes to the world around you. As a result of my experience at the YAB Camp, I began to pay attention to the stock market, watch Bloomberg TV, and even check up on the price of Fitbit's stock (my company in the case study)."

- ***Christina Boyd, Atlanta, GA YAB Class of 2020***

Reflecting on the thing that was most impactful: "The overall eye-opening experience that YAB has provided us. The unparalleled knowledge that we will surely carry with us as we begin our careers."

- ***Jessica Liang, Manhasset, NY Class of 2019
2019 Basic Camp National Champion***



Thank You