



**OUR MISSION:** The “Just One” Junior entrepreneurial program is aimed at San Bernardino’s inner city boys in grades 6th-9th. The overall objective is to generate a spark of entrepreneurship among disenfranchised inner city youth that will promote success and self reliance, as well as incubate businesses within our community.

**THE PROGRAM:** Students will be immersed in topics such as time management, personal finances and credit, budgeting, tracking their money and expenses. They will also learn how to determine their interests and passion, how to invest in their

professional development, and discovering the steps required to establish a business, preparation in starting a business; and classroom and onsite experiences with local business owners.

Over a 4 week course, the students will be required to dress in (business attire) during the oral workshops, and presentations. In the program they will be asked to develop their own business idea/narrative for a business that they see themselves starting by applying the knowledge learned in our workshops. They will create a business narrative and participate in a business presentation competition at the end of the session.

**HANDS ON:** On a designated day of the program, participants will meet with business owners onsite at their perspective place of business. They will be given a behind the scene tour of the business and have an opportunity to ask questions about the business and take notes. Participants will receive a complimentary meal at the end of the session. As of now, the participating businesses are Wingstop and McDonalds.

**PRESENTATION/COMPETITION:** Participants will utilize this portion of the program to display their creativity, passion, application and understanding of what they have gained from the program. All participants will be required to present their business idea in a timed oral presentation (*sort of in the format of the TV show Shark Tank*) to a panel of judges composed of local business owners that will award three prizes: first (\$200), second (\$100) and third (\$50) - parents are invited to attend. All participants will receive a participation award. The presentations and awards will be announced at a quarterly board meeting of **A Second Mile**.

Why the name “**Just One**”? I chose this name out of a frustration for lack of entrepreneurial opportunities for young people in our community. If young boys could see men having, being and doing the things that they dream of doing, it could give them something to strive for. I know that most business owners are very busy people. I'm not asking them to take on the city, but I am asking them to consider embracing “**just one**” boy and give him the hope of something to aspire to.