



GEN E News

Serving Youth and Adults

2017-2018

visit us at
genei.org



Who we are **Generation E Institute (GenEI)**

is a non-profit organization headquartered in Battle Creek, Michigan. Its mission is to ignite the entrepreneurial spirit with community programs that inspire and guide creative thinking to compete in tomorrow's economy. We do this through two programs called Biz Whiz youth entrepreneurship and the Center for Entrepreneurship of Southwest Michigan.

Facts about our Youth Program!

- Biz Whiz offers accredited programs globally designed for third grade, middle school, and high school students.
- All of the Biz Whiz programs encourage youth to **DREAM BIG** while allowing them to identify their own passions and start their own operational businesses based on their interests.
- Over the past 12 years, Biz Whiz programs have **reached over 24,000 students** by certifying over **500 instructors** whom are able to reach more students with more frequency.
- In 2017, Generation E certified **75 new instructors** to teach its Biz Whiz program.
- The majority of the Biz Whiz programs offered are **FREE** for students.
- **Biz Whiz can be taught in any setting** to include schools, church programs, 4-H, libraries, and any place where there are pockets of youth.
- Every program celebrates students! Generation E hosts an **Annual Student Business Showcase** where youth set-up their operational businesses, make presentations and compete for \$5,000 in cash prizes.

DID YOU KNOW?

Many of Generation E's programs are offered at

No Cost

Our Adult Program

- The Center for Entrepreneurship (CfE) of Southwest Michigan serves small businesses and startups with business plan development.
- There are **7 partner organizations** on the CfE Advisory Committee that provide services beyond business plan development.
- The CfE launched an accelerated mentoring initiative in 2017. Five Businesses and 11 Mentors participated.
- In 2017, the CfE served **42 small businesses and startups**.
- The Center for Entrepreneurship is a **FREE** service.

"Best resource in the region for the entrepreneurs to engage once you have an idea to start a business."

- Fede, Center for Entrepreneurship Client



Look Inside TO SEE A RECAP OF THIS YEAR'S PROGRAMS!



Biz Whiz

12th ANNUAL

Student Business Showcase

GENERATION E'S BIZ WHIZ PROGRAM GOES GLOBAL!

Generation E trained and certified 75 new instructors in 2017. We had the opportunity to certify two instructors from Sandbox by DMZ - Ryerson University in Toronto, Canada. They are planning entrepreneurial programs for elementary and middle school students over the next year. As trainings continued nationally, Generation E's Biz Whiz program grew in California at Concordia University, as well as continued its expansion in Michigan.

Generation E's Biz Whiz program offers certification training to instructors to deliver entrepreneurship to students grades 3-12, through Biz Whiz 101, 201, and 301.

Get Certified!

<http://www.genei.org/getcertified/>



BIZ WHIZ 2017 Training Sessions!



The Twelfth Annual Student Business Showcase greeted 85 student businesses and over 145 student participants at Kellogg Arena in downtown Battle Creek, Michigan. Sara Marie, founder of Shefit Inc., was the keynote speaker. She had everyone's attention as she shared her story and her experiences as a contestant on Shark Tank.

WE WANT TO RECOGNIZE THE FOLLOWING PROGRAMS THAT PARTICIPATED:

Willard Library (Battle Creek), Michigan State University Extension Barry County 4-H, Maple Valley Jr./Sr. High School, Branch Area Career Center, Pathways to Independence, Branch County, Rapid River High School, Pennfield High School, and the Careerline Technology Center.

Other Showcases and Expos took place across the country.



SAVE THE DATE!

Our next Showcase is May 2018 at the Kellogg Arena!



Creating THE ENTREPRENEURIAL Pipeline

DID YOU KNOW?

The mentoring initiative is part of the Battle Creek Vision Small Business Action Team

WITH YOUTH TO ADULT PROGRAMS

STARTUPS ACCELERATE THROUGH

Mentoring

Five Startups and 11 mentors participated in the Center for Entrepreneurship's first accelerated mentoring program, providing them the opportunity to grow more rapidly.

Each mentor and mentee met frequently to further develop business plans, expand goals, formulate legal structures, develop marketing strategies, and accomplish other goals to accelerate their growth.

By the end of the mentoring program, one business signed an intent to purchase a building for a restaurant, while another is exploring manufacturers for mass production of a food product, and a third mentee is seeking to expand the company's fleet of vehicles. This mentoring initiative is part of the Battle Creek Vision Small Business Action Team.

2017 Mentoring Program

A special thank you to the mentors who worked with these businesses to accelerate their growth through the mentoring program.

The mentees included: Jennifer Cole, Shwe Mandalay, Amanda Sunthang, Shwe Mandalay, Elisangela Diaz-Antrade, Eli's Doces, James Dixon, Mosaic Car Service, Javier Fortoso, Torti Taco, Marcia Magiera, RiversEdge.

The mentors included: Chuck Cherney, Amy Evans, Ernest Kirk, Michael McFarlane, Michael Miller, and Bill Schroer.

This is the first mentoring program through Generation E's Center for Entrepreneurship program and we have requests to start a new mentoring program.

Contact us if you are interested in becoming a mentor or mentee.

If you are interested in helping Generation E grow its programs, consider joining us by making a contribution, of any amount, to <https://www.genei.org/donate/> or by becoming a volunteer.

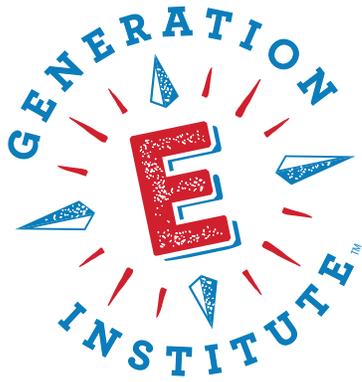


2017 STARTUP FEST WINNER SHWE MANDALAY

3rd Annual STARTUP FEST

Startup Fest has been an annual pitch competition for Startups wanting to locate within Battle Creek, Michigan. New this year, the Annual Startup Fest became an exit strategy for the mentoring participants. The event took place on Saturday, September 30, 2017 at Miller Manor in Battle Creek, Michigan.

The participants and their mentors first learned about the services that the City of Battle Creek's Cereal City Development Corporation and Battle Creek Unlimited offer. After a final review and rehearsal of their pitches the participants presented to a panel of judges. After deliberation, three cash prizes were awarded to Shwe Mandalay, Mosaic Car Services, and Eli's Doces.



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IGNITING *the*
entrepreneurial
spirit

CONTACT INFO

We'd love to hear from you!

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genei.org



WAYS TO GET *Involved*

START A BIZ WHIZ YOUTH PROGRAM

Become a certified Instructor

VOLUNTEER

Become a Mentor, Service Provider, Coach, Judge

INVEST

Donations help us grow

TAKE A

Look Inside

to get to know Generation E
and what we have
accomplished in 2017!

“Every business dream is possible as long as you don't give up and get connected with Generation E.”

- Amanda, Center for Entrepreneurship client

