

# In our 3-day summer workshop you will:



This interactive workshop  
is packed with fun and  
learning from real life experts  
in business and economics.

## Schedule:

### Day One – Free Market Economics

In this day the students learn about how business works in the free enterprise system.

All workshops are fun, interactive and occur both indoors and outdoors. Economists, professors and business leaders engage in all workshops.

Subjects covered are:

- Economics - What is a free enterprise system? How does it compare?
- Capital markets – Banking, investment and corporate structures
- Government and business – Regulations, compliance and public policy

### Day Two Morning – Entrepreneurship - Planning

In this segment the students learn about how to build and grow a business.

All workshops are fun, interactive and occur both indoors and outdoors. All workshops are run by and with real entrepreneurs.

Subjects covered are:

- Starting up – Find a need and fill it.
- People – Recruiting and motivating around a vision
- Growth – Structure, investment and exit strategy

Students will develop and present mini-business plans for execution.

### Day Two Afternoon – Taking Action

In this segment the students choose viable plans and team up to create the business.

All workshops are fun, interactive and occur both indoors and outdoors. All workshops are run by and with real entrepreneurs.

Students will get first hand entrepreneurial and managerial experience by creating a business to run on day three.

Subjects explored will include

- Strategic Planning
- Finance
- Sales and Marketing

### Day Three – Execution

In this segment the students choose viable plans and team up to create the business.

All workshops are interactive and occur both indoors and outdoors. All workshops are run by and with real entrepreneurs.

Students will get first hand entrepreneurial and managerial experience by launching a one-day business. They will execute every aspect with results and accountability reviewed at end of day with a celebration.

Subjects explored will include

- Operations
- Management
- Evaluation



- Interact with real entrepreneurs
- Experience first hand the fun of building a business
- Learn how to leverage free market economic principles
- Unlock your own entrepreneurial creativity
- Inspire peers to help build your business vision