



Go4it!®

An Entrepreneurship Education and Training Program



America truly is “an ownership society”. Wealth and financial freedom are by-products of owning three key assets – businesses, land and investments. While many human and community development programs, perhaps by necessity, concentrate on prerequisites to building wealth, (education, job training, workforce development, etc.), there is a dearth of programs that expose youth to prevalent wealth building strategies such as entrepreneurship, business ownership, real estate and investing. These are pathways that today’s youth must understand.

Go4it! Mission, Objectives and Vision

Go4it!®’s **mission** is to promote entrepreneurship among urban youth and young adults through business and investment education, training and project based initiatives. Go4it! accomplishes its mission through an inter-agency collaboration of youth-serving community-based organizations.

The **objectives** of Go4it! are to:

- 1) Orient participants to “the economic way of thinking”
- 2) Educate and expose participants to entrepreneurial principles, concepts, resources and people.
- 3) Provide investment education to participants as a prerequisite and complement to entrepreneurship
- 4) Offer training for specific entrepreneurial endeavors
- 5) Initiate and support entrepreneurial enterprises
- 6) Facilitate access to capital, technical assistance and other resources for Go4it! enterprises
- 7) Create an organized network of urban entrepreneurs

*Go4it!’s **vision** is that academic achievement, investing, entrepreneurship and the “economic way of thinking” become integral to the ethos of the urban youth culture.*

Outcomes

The measurable outcomes of Go4it! are:

- 1) Pre and post entrepreneurial knowledge
- 2) Participants’ pre and post investment test scores
- 3) Participants’ skill certifications
- 4) Participants’ personal statement of entrepreneurial purpose
- 5) Go4it! enterprises
 - a. Started
 - b. Financed
 - c. Assisted
- 6) Growing membership of the NUE (Network of Urban Entrepreneurs)
- 7) Documented progress of Go4it! participants and affiliates
- 8) Savings and investment accounts opened, investment clubs started

Go4it! Roundtables

Go4it! organizes Roundtables consisting of networks of urban entrepreneurs (Network of Urban Entrepreneurs – NUE) who commit to entrepreneurial and investment education and collaborative enterprise development. These roundtable meetings consist of presentations by business experts, lessons on investing and skills development, and opportunities for information sharing and collaboration. The Roundtables also facilitate the establishment of investment clubs among Go4it! participants.

Go4it! Media Enterprises

Go4it! Media Enterprises is an internet-based education and entertainment (“edutainment”) enterprise that provides training in videography, social media, script writing, economic literacy and presentation skills. The enterprise also acquaints students with marketing, financing, content development and production. Through various media outlets Go4it! Media will provide financial, investment and entrepreneurial education to its audience.

Go4it! Summits

The Go4it! Youth Entrepreneurship Summit is a one-day conference designed to provide youth with in depth education and training on topics relating to entrepreneurship, investing, human capital development and wealth creation. These events are designed to be “youth friendly” which includes music, entertainment, celebrity guests, door prizes and networking.

Pitch Competitions

Go4it! Pitch Competitions will allow participants to describe and promote their entrepreneurial idea or project to a panel of judges within a limited amount of time. Contestants must pre-screen their pitch before our review committee. Only the presentations that meet the approval of the review committee will be allowed to pitch before the judges. Pitches will be juried based upon the presentation’s 1) soundness and economic viability of the idea/project; 2) creativity and originality and 3) presenter’s preparation, professionalism and comportment.

Financing and Technical Support by Go4it!

Go4it! includes an entrepreneurial accelerator & training component. Through an application and review process, Go4it! provides modest amounts of technical and financial support for entrepreneurial enterprises that have the potential to generate sustained profits for the proprietor(s).

SIMS

The SIMS is a youth leadership and enterprise development group. The students in the group named themselves “*Success In the Making Squad*” recognizing that success is more of a process and journey than a destination. These youth have adopted the foundational principles of Go4it! These principles are embodied in the acronym, BLING™ - They have dedicated themselves to learn about Business (Entrepreneurship), Land (Real estate), Investing (Stocks and Bonds), as a means of growing Net worth (Wealth) on a foundation of Graduation (Academic Achievement).