



**Financial Literacy
Leadership
Entrepreneurship**

**SUMMER
PROGRAMS
FOR
TEENAGERS**



OUR PROGRAMS EDUCATE AND INSPIRE THE NEXT GENERATION OF LEADERS



FINANCIAL LITERACY LEADERSHIP ENTREPRENEURSHIP

Designed for Teens Ages 14-18

Structured as a hybrid of a conference and a summer camp, our programs develop the skills and adaptability needed to launch; in business and in life.



We create a customized and high caliber experience for each teen. Maximum admission per session is 20 with a 4:1 participant to staff ratio.

- No two days will be the same - we run sessions in the most fun and engaging ways possible! We encourage autonomy and independence while our professional staff ensures safety and accountability.
- Participants often credit Launch Generation with giving a competitive advantage on their college applications and job/internship prospects.



San Diego, California

July 13-20, 2024

Held on campus at the University of San Diego

Launch Generation by Cresset is an organization which contracts with the University of San Diego for the use of facilities, but which has no formal connection with the University of San Diego.

SAMPLE AGENDA

DAY 1

NETWORK EFFECT

There are 7 billion+ people in the world waiting to be met. Start with a manageable portion - connect with your fellow attendees and mentors. Work with your new friends and future business partners to create something bold that will change the world, oh, and do it in one hour (no pressure.) Dress to impress and come with an open mind and sense of humor.

- **Effective networking**
- **How to save the world (an intro)**
- **Quickfire team business planning**

DAY 2

DAY OF ADULTING

Despite its occasional bad reputation, being an independent adult can be pretty cool. Things run a lot smoother if you know how to manage your career and finances. These workshops and activities focus on you as an individual and help you identify some core values and skills to help guide you into your future, wherever in the world you end up.

- **Identifying values and goals**
- **Exposure to careers and salaries**
- **How and when to budget**
- **Identifying opportunity costs**
- **Negotiation skills**
- **Managing credit and debt**
- **The art of improvisation**

DAY 3

DESIGN YOUR WORLD

The ability to design is imperative, from designing a product or service to designing your life. Learn the steps of the design thinking process and put them to use by brainstorming gaps in markets and prototyping ideas to fill them. Visit a local accelerator that is focused on innovation and dedicated to helping solve some of the worlds biggest problems.

- **Design thinking process**
- **Rapid prototyping and market research**
- **Visit a company that is opening up countless opportunities for the future**

DAY 4

LAUNCH

Meet your business partners and get to work. Learn the logistics of registering a company and putting structures in place to build something great. Utilize your design thinking experience to brainstorm and prototype new business ideas. You'll spend the afternoon delving into branding, marketing, and advertising and learning how different but important each is for a successful company.

- **Business structures and regulations**
- **Branding, marketing, advertising**
- **How to plan for the unexpected**

DAY 5

DOING GOOD & WELL

The goals of making money and making the world a better place are coinciding more in today's businesses. Learn to identify stakeholders and how making ethical decisions today can affect the long-term success of businesses, your life, and our world. Put these ideas to practice creating businesses in the food industry, making decisions from sourcing and packaging to branding and distribution.

- **Identifying stakeholders**
- **Ethics and social responsibility**
- **Create cash flow statements and P&Ls**

DAY 6

OUT IN THE FIELD

You will spend the day offsite meeting with various businesses leading the charge in social and economic innovation. You'll be prepped on the best ways to engage with the mentors you meet and how to continue growing your learnings and new network.

- **Visits to thought-leading companies**
- **Discussions with entrepreneurs and executives pushing the boundaries of business**
- **Practice and feedback on effective interviewing and networking**

DAY 7

SPEAK UP

Utilizing all of your learnings from the past week, present your idea in front of mentors, parents, potential investors, and local media.

- **Business plan pitches and award presentation**
- **Networking with industry leaders, media, and business mentors**
- **Make a game plan to meet your new goals and sustain your network**

DAY 8

GOODBYE, FOR NOW!

Departures throughout the day.

Sessions and field visits subject to change.
See website for location-specific agenda



**LAUNCH
GENERATION
ALUMNI
PROGRAM**

Participants leave as part of our alumni network which includes curated resources, access to Launch Generation mentors, educational webinars, and shared information on internship and job opportunities.

OUR APPROACH

Our curriculum is project-based and focused on **relevant life skills**. We have a strong concentration in **financial literacy**, helping teens attain the confidence and tools necessary to create an independent life.

We encourage the ideals of **simultaneously making money and creating positive change**. Our sessions show how making ethical decisions today can affect the long-term viability and success of businesses, your life, and our world.

Practice in **design thinking, identifying market gaps, and negotiation techniques** help develop the adaptability necessary to thrive in a rapidly changing world.

Participants work in small groups to create original and viable businesses to be pitched at the end of the program.



Teens participate in **leadership workshops** structured by a former officer of the British Royal Marines to gain understanding and practice in discipline, ethics, and strategies to effectively lead.

Through **visits to cutting-edge companies** and dedicated time with industry-leading experts, participants are exposed to new ways of thinking about business and ethics in a global landscape.

Participants leave with the sense of belonging to something bigger, having created a **diverse network of mentors, friends, and future business partners** from around the world and from varying walks of life.

TESTIMONIALS

*"Every speaker, field trip, game, and team experience boosted my understanding of the business world. Looking back, I realize that the way each day melted into the next day's lesson was truly magical. **Walking away from this experience, I feel more confident in myself, in my knowledge, and in my future.**"*

-Savina, Alum

*"This program was formative and we would recommend it for teenagers as a fundamental building block for anyone living in the 21st century. Being prepared to think like an entrepreneur and having basic training in rudimentary financial concepts and business planning is a valuable skill for every teen. **These programs set teens up to take the next step in life and an excellent ROI should be anticipated.**"*

-Chris, Parent

*"I am so grateful that I had the opportunity to go to this program. I learned about things you don't get from a traditional classroom setting. **The experience inspired me to go down the business route for my future career.** It was an eye-opening experience, and I always find myself utilizing the skills that I acquired."*

-Jenna, Alum

*"My daughter had an extraordinary experience with Launch Generation. Working as part of a team to create and present a business plan, she made great friends from around the world and stepped out of her comfort zone. **Definitely worth the investment!**"*

-Sydell, Parent



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