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MEMPHIS, TN

# **TODAY'S** **entpreneurs.** YOUNG **PROGRAM** **SPONSORSHIP**

PROJECT .  
T.Y.E PROGRAM



ORGANISED BY:  
BSOY Foundation Inc. 501(c)3

# TABLE OF CONTENTS

**TODAY'S**  
YOUNG  
**entrepreneurs.**

|                           |    |
|---------------------------|----|
| Executive Summary         | 3  |
| Organization Information  | 4  |
| Problem Statement         | 5  |
| Goals & Objectives        | 6  |
| Program Description       | 8  |
| Conclusion                | 10 |
| Sponsorship Opportunities | 11 |

# Executive Summary

We provide unwavering support and knowledge to youth, their families, and communities, creating an atmosphere of fellowship, peace, and security. Our dedication lies in nurturing youth, fostering creativity in the arts, and building resilient communities through educational resources, mentorship, and opportunities that inspire personal growth and strengthen the bonds of our society

We want to empower our next generation by offering resources, services, & mentoring to nurture those with entrepreneurial spirits. One way we plan to do this is via our wrap-a-round approach. We have partnered with Coleman Business Solutions to help those who wish to become licensed and established business owners in their communities the opportunity to do so with our T.Y.E Program (Today's Young Entrepreneurs) Program. We are offering the tools, comprehensive training as well as financing to help launch their business concepts or ideas while coaching them in areas of business conduct, business etiquette, customer service and more. Upon completion of our business camp, CBS Business Courses is eligible for a micro loan to launch their company.'

The purpose of this grant request is to secure funding for the BSOY Foundation TYE (Today's Young Entrepreneurs) Program. We are seeking this grant in support of the implementation and sustainability of the TYE program. This funding will enable us to provide comprehensive training, mentoring, and financial assistance to young entrepreneurs, empowering them to establish and grow their businesses, thereby contributing to the economic and social development of their communities.



# Organization Information

Our organization, the BSOY Foundation, has a rich history of dedicated service to youth, families, and communities. Founded in 2015 by a 15-year-old philanthropist, we have consistently strived to create an environment of fellowship, peace, and security. Our mission revolves around nurturing youth, fostering creativity in the arts, and building resilient communities through educational resources, mentorship, and opportunities that inspire personal growth and strengthen the bonds of our society.

Over the years, we have achieved significant milestones by providing unwavering support and knowledge to countless young individuals, guiding them toward a path of success and self-discovery. We've witnessed firsthand the potential and entrepreneurial spirit that many of these young people possess. Our work has been so impactful to our community Governor Bill Lee Granted "May 21" The "B-SO-You Day in the state of Tennessee.

In today's rapidly evolving world, the need for the TYE (Today's Young Entrepreneurs) Program is more crucial than ever. With economic challenges, shifting job markets, and increasing competition, young individuals need a platform where they can harness their innovative ideas and entrepreneurial ambitions. The TYE program is designed to bridge this gap by offering resources, services, and mentoring tailored to nurture the entrepreneurial spirit among our youth.

Our wrap-around approach to entrepreneurship, in partnership with Coleman Business Solutions (CBS), is a unique and powerful way to empower young entrepreneurs. It not only provides them with comprehensive training but also offers the essential support and financing required to turn their business concepts into reality. In today's context, where entrepreneurship is a key driver of economic growth and community development, the TYE program plays a significant role in preparing our youth for the challenges and opportunities of the future.

We are excited about the potential collaboration and support that this program sponsorship proposal represents. We believe that by working together, we can make a lasting impact on the lives of young entrepreneurs and contribute to the betterment of our communities.



**B-SO-You Day**  
MAY 21ST



# Problem Statement

The specific problem that the TYE (Today's Young Entrepreneurs) program aims to address is the significant barrier young entrepreneurs face when trying to establish and grow their businesses. This problem is rooted in several challenges that impede their progress:

1. **Limited Access to Resources:** Many young entrepreneurs lack access to critical resources such as financing, mentorship, and business training, which are essential for launching and sustaining successful ventures.
  2. **Inadequate Business Knowledge:** Starting and managing a business requires a diverse skill set, including financial management, marketing, and strategic planning. Young entrepreneurs often lack the necessary knowledge and experience in these areas.
  3. **High Failure Rates:** Due to these barriers and limited support, a substantial number of young entrepreneurs struggle to keep their businesses afloat, leading to high failure rates within the first few years of operation.
  4. **Missed Economic Opportunities:** Communities miss out on economic growth and job creation when young entrepreneurs are unable to bring their innovative ideas and businesses to fruition.
- To support the existence of this problem, consider presenting data, statistics, or anecdotes:

The impact of these challenges on young entrepreneurs and the community is significant:

**Financial Strain:** Young entrepreneurs often face financial stress and personal risk when their businesses struggle, affecting their financial stability and overall well-being.

**Stagnant Economic Growth:** Communities miss out on the potential for economic growth and job creation when promising businesses fail to thrive.

**Loss of Innovation:** When talented young individuals are unable to realize their business ideas, there is a loss of innovative solutions and contributions to local economies.

**Community Development:** Thriving businesses contribute to the development of communities by creating jobs, increasing tax revenue, and providing goods and services.



# Goals & Objectives

## Goal 1: Empower Young Entrepreneurs

- Objective 1: To provide comprehensive training to 100 young entrepreneurs in the first year, covering key business skills such as financial management, marketing, and strategic planning.
- Objective 2: To offer mentoring and coaching to ensure that at least 80% of program participants have a viable business plan ready for implementation by the end of the program's first year.

## Goal 2: Facilitate Access to Financing

- Objective 1: To secure at least \$500,000 in microloans from financial institutions to support the launch of businesses developed within the TYE program.
- Objective 2: To assist 75% of program participants in accessing external funding or investment opportunities within two years of program completion.

## Goal 3: Foster Sustainable Business Growth

- Objective 1: To track the performance of TYE program graduates and ensure that 70% of their businesses are still operational and profitable three years after program completion.
- Objective 2: To encourage program participants to engage in community service and mentorship themselves, with 60% of program graduates actively mentoring new TYE participants within two years of program completion.



# Goals & Objectives

How Achieving These Goals Addresses the Identified Problem:

1. **Empowering Young Entrepreneurs:** By providing comprehensive training and mentorship, the TYE program equips young entrepreneurs with the knowledge and skills needed to navigate the challenges of starting and managing a business. This directly addresses the problem of inadequate business knowledge and limited access to resources.
2. **Facilitating Access to Financing:** Access to financing is a critical challenge for many young entrepreneurs. By securing microloans and facilitating access to external funding, the TYE program helps overcome the financial barriers that often lead to business closures and setbacks.
3. **Fostering Sustainable Business Growth:** The TYE program's focus on tracking and supporting program graduates ensures that the businesses created have a higher likelihood of long-term success. This addresses the problem of high failure rates among young entrepreneurs and contributes to economic growth in the community.

- **Specific:** Each objective is clearly defined, outlining the specific actions and outcomes expected.
- **Measurable:** Success can be quantified through metrics such as the number of entrepreneurs trained, businesses launched, microloans secured, and the percentage of businesses still operational.
- **Achievable:** The objectives are realistic and attainable within the program's resources and timeframe.
- **Relevant:** Achieving these objectives is directly aligned with the overarching goals of the TYE program and addresses the identified problem.
- **Time-bound:** Each objective includes a specific timeframe for achievement, providing a clear timeline for program evaluation and accountability.

These SMART goals and objectives ensure that the TYE program is well-structured, focused, and capable of making a meaningful impact on the challenges faced by young entrepreneurs and their communities.



# Program Description: Overview

## Curriculum:

The TYE (Today's Young Entrepreneurs) program is a comprehensive entrepreneurship initiative designed to empower young individuals with the knowledge, skills, and resources needed to become successful entrepreneurs. The program's curriculum encompasses a wide range of topics, including:

- **Business Fundamentals:** Covering concepts such as business planning, financial management, marketing strategies, and market research.
- **Entrepreneurial Mindset:** Fostering creativity, problem-solving, resilience, and the ability to identify opportunities.
- **Leadership and Communication:** Developing effective leadership skills and communication techniques crucial for business success.
- **Legal and Regulatory Compliance:** Providing an understanding of legal requirements and regulations for business operations.
- **Access to Financing:** Guiding participants on securing microloans and exploring investment opportunities.
- **Community Engagement:** Encouraging participants to give back to their communities through volunteerism and mentorship.

## Duration:

The TYE program is a comprehensive 12-month program, divided into three phases:

1. **Education Phase (Months 1-4):** Participants undergo intensive training through workshops, seminars, and online courses. They gain a solid foundation in business fundamentals, develop business plans, and refine their entrepreneurial ideas.
2. **Mentorship Phase (Months 5-8):** During this phase, participants are paired with experienced mentors who provide one-on-one guidance, helping them fine-tune their business strategies and addressing specific challenges they may encounter.
3. **Launch and Growth Phase (Months 9-12):** In the final phase, participants receive support in launching their businesses. They have access to microloans and can tap into external funding opportunities. Ongoing mentorship continues to ensure their businesses thrive.



# Program Description: Overview

## Target Audience:

The TYE program is tailored to young individuals aged 13 to 25 who have a strong entrepreneurial spirit and aspire to start and grow their businesses. It is open to a diverse range of aspiring entrepreneurs, including those from underserved communities, with a commitment to inclusivity and diversity.

**Implementation and Responsibility:** The TYE program will be implemented by a dedicated team comprising:

- **Program Coordinators:** Responsible for overall program management, curriculum development, and coordination of activities.
- **Instructors and Mentors:** Experienced professionals and entrepreneurs who will deliver training sessions and provide mentorship.
- **Administrative Staff:** Handling logistics, participant registration, and program administration.
- **Partnerships:** Collaborations with external organizations for financing and expertise.

The program will utilize a blended learning approach, combining in-person workshops, online courses, virtual mentorship sessions, and networking events. Additionally, program participants will actively engage in community service and mentorship to foster a sense of social responsibility.

## Unique Aspects of the Program:

- **Wrap-Around Approach:** The partnership with Coleman Business Solutions and the provision of microloans set the TYE program apart by offering not only education but also real-world support for business launch and growth.
- **Community-Centric:** The program emphasizes the importance of community engagement and encourages graduates to give back to their communities by mentoring new participants, creating a cycle of support and empowerment.
- **Inclusivity:** The TYE program is committed to inclusivity, welcoming participants from diverse backgrounds and underserved communities, ensuring that entrepreneurship opportunities are accessible to all.
- **12-Month Duration:** The program's extended 12-month duration allows for comprehensive training, mentorship, and ongoing support, increasing the likelihood of long-term business success.
- **Holistic Approach:** In addition to business skills, the program focuses on developing an entrepreneurial mindset, leadership skills, and a sense of social responsibility, preparing participants for success in various aspects of their lives.

These innovative and unique aspects make the TYE program a powerful and impactful initiative for young entrepreneurs, setting it apart as a comprehensive and community-driven approach to entrepreneurship development.



## Conclusion

In summary, the TYE (Today's Young Entrepreneurs) Program is a comprehensive initiative designed to empower young individuals with the knowledge, skills, and resources needed to become successful entrepreneurs. Here are the key points of our proposal:

1. **Program Overview:** TYE offers a 12-month program comprising education, mentorship, access to financing, community engagement, and ongoing support for young entrepreneurs.
2. **Goals and Objectives:** The program aims to empower young entrepreneurs, facilitate access to financing, foster sustainable business growth, and promote community engagement. These goals are specific, measurable, achievable, relevant, and time-bound (SMART).
3. **Partnerships:** Our partnership with Coleman Business Solutions and collaborations with financial institutions, educational institutions, and community organizations enhance the program's effectiveness.
4. **Long-Term Impact:** With the BSOY Foundation's support, we aim to create a sustainable ecosystem for young entrepreneurs that not only benefits them in the short term but also strengthens communities and economies over the long term.

The BSOY Foundation's support is instrumental in achieving these goals. It will enable us to provide vital resources, mentorship, and financing opportunities to young entrepreneurs, empowering them to create successful businesses, contribute to their communities, and drive economic growth. Together, we can nurture the entrepreneurial spirit in today's youth and create a brighter future for all.

**TODAY'S**  

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YOUNG  
**entrepreneurs.**



# Sponsorship Opportunities

We offer a range of sponsorship levels designed to fit your giving goals and budget. We extend our heartfelt gratitude for considering sponsorship of the BSOY Foundation Inc., TYE Program. Your generous support will directly contribute to our mission of empowering tomorrow's leaders, one child at a time.

Your donations and sponsorships are tax-exempt, as BSOY Foundation Inc. is a registered 501(c)(3) nonprofit organization. (82-5230766)

## SPONSORSHIP | DONOR PACKAGES

### Platinum Sponsor - \$20,000

- Includes all Gold
- 4 TYE Program Scholarships in Your Company Name
- Booth Set up at the Annual "B-SO-You at Summer JumpOff" (our biggest fundraising event of the year)
- One (1) three-minute commercial or speaking opportunity for the company spokesperson at the Annual "TYE Pop-UP Expo" & the Annual "B-SO-You at Summer JumpOff"
- 4 Tickets to the Annual "Exclusive Donors Dinner"

### Gold Sponsor - \$10,000

- Includes all Silver Benefits
- 1 TYE Program Scholarship in your Company Name
- Booth set up at our Annual "TYE Pop-UP Expo"

### Silver Sponsor - \$5,000

- Includes all Bronze Benefits
- Logo placement on all program and marketing materials
- Honorable mention of sponsorship during all media and press interviews. Includes all print, radio and TV advertisements.

### Bronze Sponsor - \$2,500

- Social Media Promo (Facebook, Instagram, Twitter, Tiktok, Youtube)
- Logo placement on our TYE website page
- Mention in all Program email blast

### Custom Packages

We understand that you may have specific objectives and goals. Please contact us to discuss custom sponsorship packages tailored to your giving needs.

### Why Sponsor?

- Empowerment: Equip young entrepreneurs with essential skills and knowledge to thrive in the business world.
- Networking: Facilitate meaningful connections between participants, businesses, and mentors.
- Showcase: Provide a platform for aspiring entrepreneurs to showcase their products and services.
- Community Engagement: Strengthen community ties by involving local businesses and residents in the entrepreneurial journey.

### Contact Information

For sponsorship inquiries and to secure your sponsorship package, [please click the link & fill out the form](https://www.bsoyfoundation.org)  
[www.bsoyfoundation.org](https://www.bsoyfoundation.org)