

Young Entrepreneurs Program Launched

Y.E.P. is dedicated to helping young people learn, practice and apply their leadership and business planning skills to start or grow their own businesses.

There are many young people in our community with bold aspirations of pursuing their passions of starting or growing their own businesses. Unfortunately, too often, these visions and the courage accompanied with them, succumb to many obstacles. “Often these budding entrepreneurs have no guidance on where to begin, so, we launched a special program aimed at tomorrow’s entrepreneurs,” stated Paul De La Cerda, Director of the Small Business Development Center (SBDC) hosted by College of the Canyons.

Through creative partnerships, the SBDC’s Young Entrepreneurs Program (Y.E.P) will implement business training programs and offer free business counseling aimed at young people between the ages of 14 and 27. Y.E.P is diverse in its outreach and delivery methods, with Websites, blogs, social networking sites, virtual reality games, youth-oriented trainers and business simulation products all designed to teach business management, finance, marketing, sales and e-commerce skills.

Y.E.P. will provide networking, resources, and the tools for young people to attain, cultivate, and develop their abilities and the skills necessary to achieve their business goals.

The ultimate desired outcome for Y.E.P. is to have young people more interested in self-employment as a career-option. Through Y.E.P. projects, students will also garner transferable business skills for both self-employment and the job market, understand the relevance of education and choose to stay in school or pursue higher education, and develop life management and problem solving skills.

“This new program will aid participants in the development and operation of part-time businesses – which can eventually lead to full-time operational status – all while completing their junior high, high school or college education”, stated Dr. Bruce Getzan, Dean of Economic Development.

SBDC is sponsoring a FREE summer program for junior high, high school and college students, an annual regional business plan competition and is partnering with VIA Star – a program where students create a new product in partnership with a local business. A new business blog and website are also underway.

“The interactive and creative characteristics of the Y.E.P. program will make it an ideal place to guide and support young entrepreneurs in our community”, stated Dr. Diane Van Hook, Chancellor of Santa Clarita Community College District.

The Young Entrepreneurs Program is FREE of charge – space is limited.
Call (661) 294-9375 or email sbdc@canyons.edu to register or learn more today.