

## Give the Next Generation a Head Start

**For young people who want to see the connection between school work and the real world, YoungBiz is offering a set of products and programs to teach financial management and entrepreneurial skills. As the first company in the world to franchise financial literacy and youth entrepreneurship education, YoungBiz offers attractive terms to its first wave of US franchisees.**

The average high school student in the US is only able to score 52.3% on a survey measuring their knowledge of personal finance basics. Last year, over 65% of students failed this exam, which was administered by the Jump\$tart Coalition for Personal Financial Literacy. Despite these statistics, half of the parents surveyed by Capital One felt their teens' knowledge of money management was good to excellent. However, only 20% of the teens agreed. While 90% of high school students stated they rely on their parents for financial guidance, only 40% of parents said they talked about credit cards, loans, debt, or their own family finances with their kids. Even fewer talked to their children about how to invest.

Such reports have motivated Steve Morris, founder and CEO of YoungBiz, to recognize the market potential for financial education services and products in the US. Operating for over 11 years and having management with 75 years combined experience in the industry, YoungBiz has developed highly effective products, programs of study, and curricula that teach young people aged 12 to 18 how to earn, save, spend wisely, and manage their personal finances.

“The mission of YoungBiz is to empower young people with financial literacy, business, and entrepreneurial skills through innovative education and real-world experience,” explains Morris. “YoungBiz trains teachers and youth leaders, publishes curricula, develops and delivers courses and workshops for teenagers, and maintains an online catalog of top financial and entrepreneurship education resources for teachers, parents, and students.

“Our vision is for YoungBiz to partner with schools and established educational organizations in the US to strengthen the overall quality and quantity of financial literacy and business education available to children and youth,” Morris states.

The success of YoungBiz in the US has seen its programs imported into international markets such as the United Kingdom, South Korea, Singapore, Hong Kong, Barbados, and Puerto Rico. The company is also in the process of expanding into Europe, the Middle East, and China.

Although Morris spends a great deal of time traveling and training international franchisees, his main office is in Sarasota, FL. From this location, and through satellite offices in Miami and Houston, Morris and his executive management team direct the company.

“The training I received at YoungBiz was incredible,” says a customer from California. “The trainer totally engaged our class and made our experience at the professional development workshop fun and filled with very useful information on

how to set up our own programs. I especially liked the teacher training binder with the lesson plans, handouts, and step-by-step instructions.”

A customer in Florida writes, “Your program has done wonders in changing the lives of teenagers and providing them with the skills to generate an income. I could go on and on about the benefits of the YoungBiz youth entrepreneurship program!”

YoungBiz has a well-defined business model that has been proven over time. Within each licensed or franchised territory, the three primary target markets for YoungBiz products and services are parents of children aged 12-18, public and private schools, and organizations that serve youth.

A comprehensive training course is provided to franchisees, plus ongoing launch support as they develop relationships with local schools and organizations. “Because YoungBiz is still in the early stages of franchise development in the US, this is a unique opportunity for the right people,” reveals Morris. “Territory valuations are more favorable for those who get in early. Later, as we establish momentum, develop additional systems and become more ‘scientific’ in our approach, the valuations will go up considerably.”

The financial illiteracy plaguing young people of the US has a very real effect on the future of the next generation. According to a survey by Visa USA, parents say that only 30% of local high schools offer a course on practical money skills. Although 43% of parents feel schools should do more to educate kids about money (according to a survey by Northwestern Mutual), only 21 states currently require schools to provide personal finance education.

In addition to an inadequate financial education, a high percentage of young people are also graduating from high school without necessary skills for success in the workplace. A survey by the Society for Human Resource Management (SHRM) in 2005 found that:

- 58% lack written communication skills
- 44% lack verbal communication skills
- 47% lack analytical skills
- 36% lack interpersonal skills
- 59% lack overall professionalism

The National Association of Manufacturers reports that 36% of its members have job positions that are not being filled because they cannot find qualified workers.

“The future of our children and young people are of vital importance to this country. We cannot ignore the need for workforce readiness, economic awareness, and real-world financial skills for this generation,” states Morris. “A YoungBiz franchise is more than a business — it is a mission. We are looking for franchisees with a passion to improve the lives of young people, as well as a burning enthusiasm to build a territory and maximize a business opportunity.”

Further information:

888-543-7929

[franchisee@youngbiz.com](mailto:franchisee@youngbiz.com)

[www.YoungBiz.com](http://www.YoungBiz.com)