

# UNIVERSITY OF MINNESOTA

## Junior Entrepreneurship Program

The Junior Entrepreneurship Program was jointly developed by the Holmes Center for Entrepreneurship and the Office for Business & Community Economic Development, in conjunction with the City of Minneapolis' STEP-UP Program. Students were on campus each day for three weeks working alongside entrepreneurship faculty, recent graduates and experienced entrepreneurs.

In addition to applied exercises and interactive discussions, the students worked on three main projects throughout the program. Two focused on current challenges faced by area businesses (Minnesota Twins and Quality Bicycle Products). The students met with management, visited the company's locations and presented their ideas for improvement during the third week. The third project required the students to generate, develop and evaluate new business ideas - culminating in a business pitch competition on the final day.

Throughout the camp, leading Minnesota entrepreneurs visited the classroom to share their experiences and advice with the students about launching and developing a successful business. The program concluded with a dinner on Thursday July 2nd for the students, their parents and the numerous volunteers and instructors involved throughout the three weeks.

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Krystell Cachon Escobar – Entrepreneur  
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