



IDEAS that
make
everyone
SAY **Yea!**

Prepare for
Lift Off!

The Chamber is bringing
Entrepreneurship Education to
Mercer County!

The Princeton Regional Chamber of Commerce Foundation – the 501(c)3 charitable arm of the Princeton Mercer Regional Chamber – is partnering with The College of New Jersey to say YEA! to entrepreneurship education for high school students in our region.

The State of New Jersey's first Young Entrepreneurs Academy (YEA!) will launch in the fall of 2025, providing an unprecedented opportunity for young people in our community to become real-life, confident entrepreneurs. The program will be based at TCNJ and run by the Chamber, using YEA!'s proven curriculum that takes students step-by-step through the process of starting their own business. During the 30-week program, students selected through an application process will generate business ideas, conduct market research, write a business plan, pitch to a panel of investors, and launch their own business.

YEA! will be powered by Chamber members! Subject matter experts from various industries will have the opportunity to serve as instructors, mentors, and guest lecturers, and a variety of sponsorship opportunities are available!



TCNJ
THE COLLEGE OF
NEW JERSEY

**PRINCETON
MERCER** REGIONAL
CHAMBER
FOUNDATION

LEARN MORE ON OUR WEBSITE





*Get
Involved!*

VOLUNTEER WITH YEA!
AND NURTURE THE
NEXT GENERATION OF
BUSINESS LEADERS

BE AN INSTRUCTOR

YEA! Instructors are successful, dynamic, creative entrepreneurs. YEA! provides all of the curriculum, class lessons, PowerPoint slides, assignments, and even administrative support via a dedicated Program Manager. The YEA! Instructor is the volunteer 'rock star' that powerfully delivers each weekly session to talented and ambitious students in the YEA! class. Instructors can be individuals or teams of two who volunteer to lead one 10-week segment of the program.

BE A MENTOR

Mentors work with Young Entrepreneurs Academy student businesses to assist in the creation of their business plans. For six weeks, mentors provide guidance and feedback as students think through all aspects of their business creation, write their business plans, and prepare their Investor Panel presentations. Mentors commit to 6 weeks for 90 minutes per week, with continued out-of-class support through email and phone.

BE A GUEST SPEAKER

Guest speakers are subject matter experts who come into specific classes to share their knowledge and experience with our students. Some subjects we cover: Accounting, Insurance, E-Commerce, Marketing, Taxes, Government, Sales, Banking, and Social Entrepreneurship. A guest speaker makes a one-time 60-90 minute commitment.

LET'S TALK!

If you're ready to learn more about being a YEA! volunteer, contact us at info@princetonmercer.org!



Sponsorships

GRAND PRIZE SPONSOR - \$10,000

As the Grand Prize, presenting sponsor of YEA! your company will take the lead in supporting Entrepreneurship Education in Mercer County. Your logo will be featured in print and electronic promotional materials with "Grand Prize furnished by..." language. Your company will be included in promotional text and photo ops. In addition, representatives from your company will have first choice of volunteer opportunities, and you will be able to name a representative to serve as a Judge for the Investor Panel.

INNOVATION SPONSOR - \$2500

Innovation Sponsors support program operations including field trips and instructional materials that power creativity among our young Entrepreneurs. Your logo will be included in print and electronic promotions, and representatives of your company will have priority for volunteer roles over non-investors. Additionally, each Innovation Sponsor gets one seat as a Judge on the Investor Panel.

SPONSOR A STUDENT - \$1000

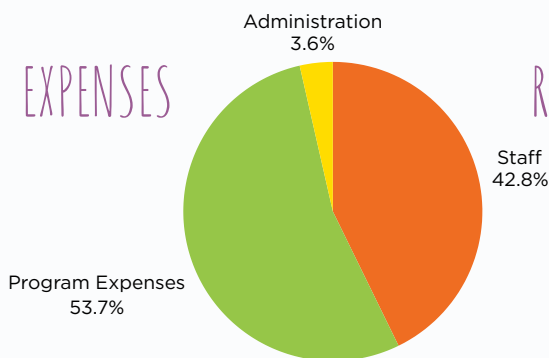
Each Student Sponsorship provides one student with demonstrated financial need an opportunity to participate in YEA at no cost to the student or their family. Our goal is to remove any potential barrier to participation, so all Mercer County students have the opportunity to share in the YEA! experience. By sponsoring a student you help underwrite tuition, transportation, and access to technology, and you make sure that YEA! is accessible to everyone!

DID YOU KNOW!?!

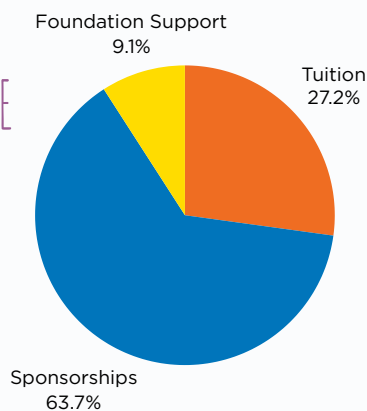
YEA! is a program of the Princeton Regional Chamber Foundation, a 501(c)3 nonprofit organization. Contributions to the Foundation in support of YEA! are tax deductible as allowed by law. Individual or corporate gifts of any amount may be made to the Foundation and designated to support YEA!

By The Numbers

EXPENSES



REVENUE



30

OF MERCER COUNTY'S
BRIGHTEST HIGH
SCHOOLERS



4

MAIN EVENTS

- CEO Roundtable - February 24, 2026
- Investor Panel - March 19, 2026
- Media Meet & Greet - April 28, 2026
- Graduation - May 12, 2026

TUITION \$995

Tuition covers all program expenses including materials and field trips. It can be paid all at once or in installments. Financial assistance is available to students with demonstrated need.

Big Opportunities
=
Big Outcomes

- 100% of YEA! students graduate high school on time
- 99% of YEA! students go on to college
- 56% of YEA! students come from historically under-represented communities
- YEA! has grown to 110 locations in 39 states since 2004

ABOUT YEA!

Founded in 2004 at the University of Rochester with support from the Kauffman Foundation, the Young Entrepreneurs Academy today serves thousands of students across America. In 2011, the United States Chamber of Commerce and Campaign for Free Enterprise became a national sponsor and partner of the Academy to help celebrate the spirit of enterprise among today's youth and tomorrow's future leaders.

YEA! programs across the country have produced countless success stories, including Rachel Zeitz who went on to graduate from Princeton University while continuing to build the business she founded through YEA! and the Boca Raton Chamber of Commerce at the age of 13 – Gladiator Lacrosse. Other YEA! entrepreneurs include Asad Muhammad who established Taste of Supreme Bakery, specializing in all-natural baked goods in Rochester, NY; and Brandon Boynton who is now the CEO of MostBeastlyStudios, LLC, the mobile application development suite he developed while a part of YEA!