

DECEMBER 2023

YEAR-END REPORT



PREPARING TOMORROW'S LEADERS TODAY





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A MESSAGE FROM THE EXECUTIVE DIRECTOR

Samuel E. Kirk



Youth About Business is thankful for the past 31 years of providing programming to youth and communities across America. Preparing tomorrow's leaders today has long been the goal of YAB. We were able to celebrate this year's accomplishments with many of our alumni, sponsors and supporters on December 5th and 12th in our Southeast and Northeast regions respectfully.

We were pleased to increase our hybrid and in-person programming in 2023 and returned our Advanced Camp competition to Vanderbilt University again this year. YAB also added an in-person aspect to Championship Camp in New York this past summer. Students had the opportunity to kickoff their visit to NYC with a welcome session hosted by EY, visit Truist and JPMorgan Chase at their respective NYC headquarters, receive advisory from three YAB alumni working at Goldman Sachs, spend a day at Columbia Business School, and make their final presentations at Sony HQ. We trust the students enjoyed their training and created memories, friendships, and meaningful connections with their mentors and advisors.

Our YAB Strategic Focus Areas remain consistent:

- Increasing the **brand recognition** and awareness,
- **Scaling the YAB Model** to truly impact career young people on the global stage,
- **Industry-specific curriculum and design** to enhance "diversity" pipeline preparation
- **Sustainability and infrastructure**, so that we might build out the perpetual model

31 YEARS OF YAB



In partnership with Sony, BluePixel is creating a Sizzle Reel on behalf of the organization. This professional team of videographers and producers have interviewed alumni, connected with stakeholders, and attended year-end events to learn about the organization. We are excited about the outcomes of their delivery and how this will help us continue to increase brand recognition and awareness of the program.



Special thanks to all of our strategic partners, corporate sponsors, executive volunteers, university partners, teachers, family members, and alumni. There is exciting momentum headed into these "next 30 years" and Youth About Business remains committed to "preparing tomorrow's leaders today."

Excellence is the Standard,

A handwritten signature in black ink, appearing to read 'S. Kirk'.

Samuel E. Kirk, Executive Director

2023 PROGRAM STATISTICS



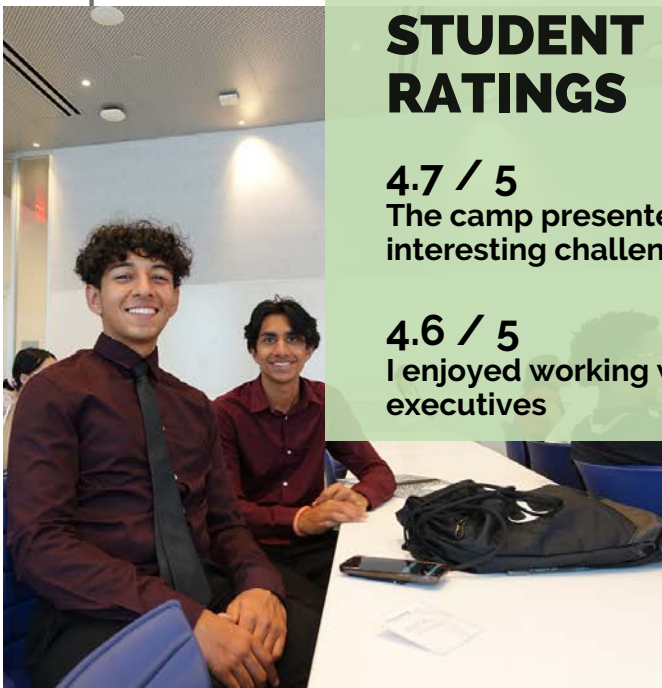
DEMOGRAPHICS

17 States

5 Countries

4 Summer Camps

190 Program Hours



STUDENT RATINGS

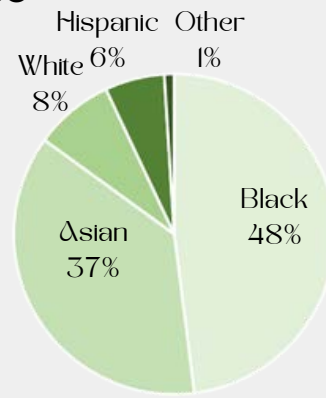
4.7 / 5

The camp presented an interesting challenge

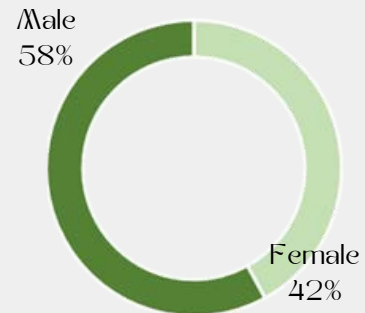
4.6 / 5

I enjoyed working with the executives

Race



Sex



Location



Household Income

82%
Low to Moderate
Income

VOLUNTEER STATISTICS



2023 STATS
360 Volunteers
26 Companies
16 States

850 HOURS

In 2023, Youth About Business engaged 360 executive volunteers from different backgrounds and companies.

A hybrid delivery model allowed YAB to engage executives from 16 states with core groups in New York, Nashville, and Atlanta.

The executive volunteers ranged in seniority, with over 33% being Senior Executives (Partners, Managing Directors, VPs, etc).

We thank our volunteers and the YAB Local and National Advisory Board Members for their participation and support.



2023 LEADERSHIP DEVELOPMENT PROGRAM

Mission: To expose youth to the business world through our experiential learning model, fostering the development of business literacy and leadership skills necessary to be successful in school and in life.

2023 Student Programs

- Business Economy of America Conference
- Basic Summer Business Camp
- Championship Camp
- Advanced Camp
- Year-Round Programming

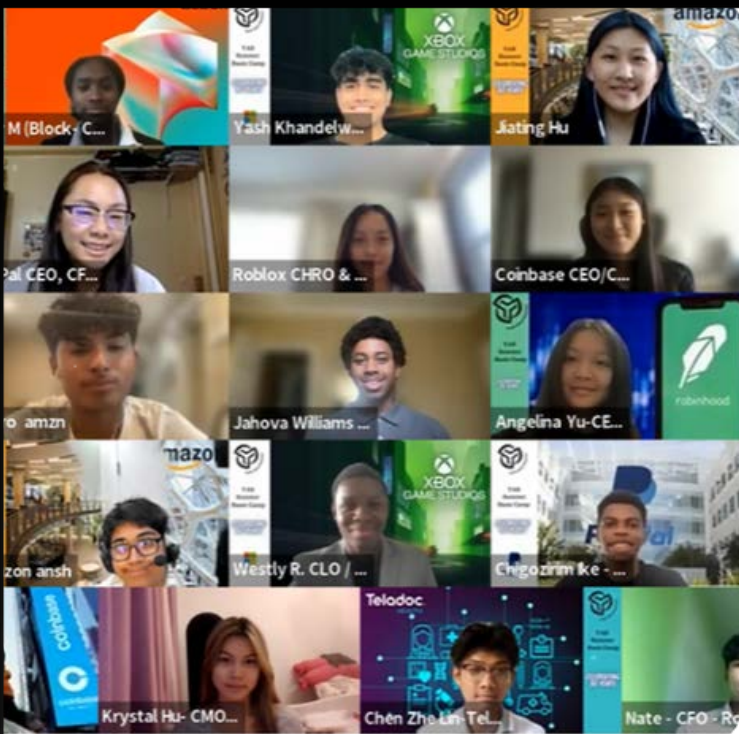


BUSINESS ECONOMY OF AMERICA CONFERENCES

The Business Economy of America is a 3-day virtual conference that introduces students to factors that move the U.S., and Global Economies. Hot topics included interest rates and inflation, the rise of artificial intelligence, the boom and bust cycle of business, and ways to grow a business in this new tech environment. This conference serves as a high-level introductory seminar.

Additionally, students learn life and leadership lessons, like: how to prepare for college, financial literacy tips, the importance of having a positive mental attitude, and communication skills.

Featured Topics:



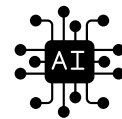
Mergers & Acquisitions



Wealth Creation



College Access



Artificial Intelligence



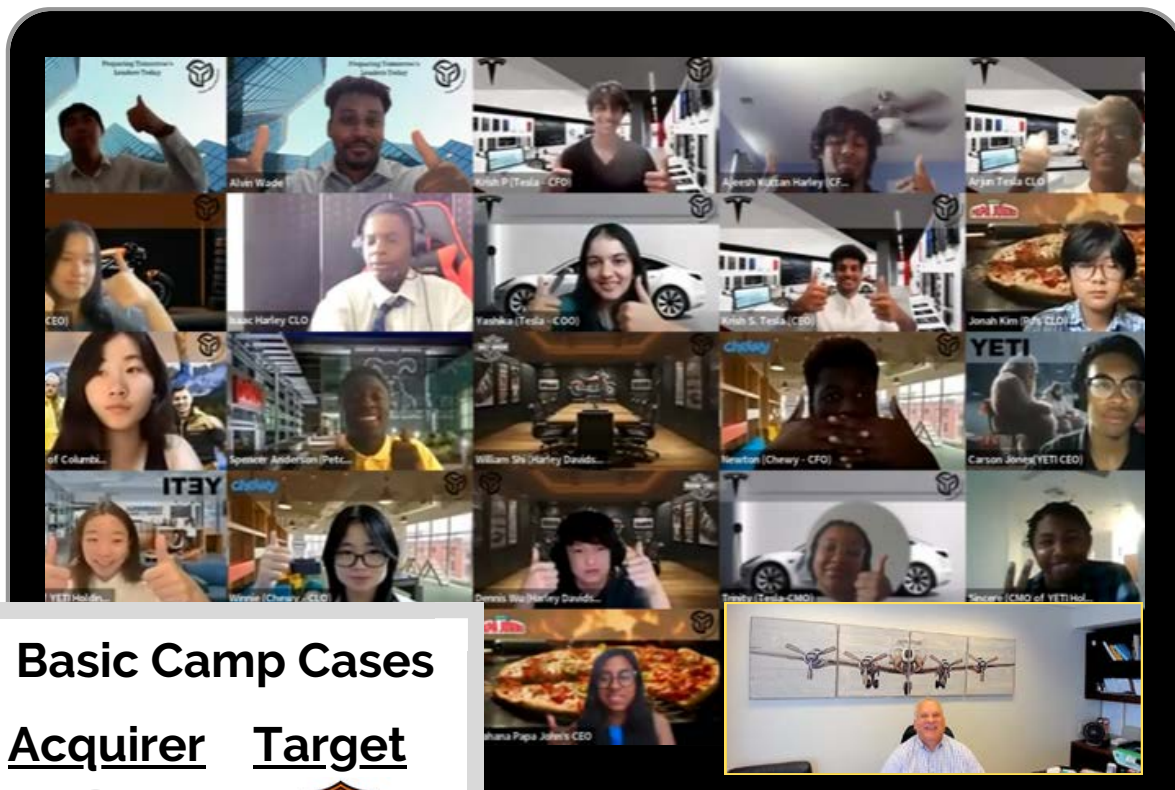
Entrepreneurship

Intro Diagnostic Scores 38%
Exit Diagnostic Scores 86%

SUMMER BUSINESS CAMP COMPETITIONS

This session is a week-long business camp, delivered through the principles of mergers and acquisitions. Throughout the week, YAB students worked in teams and learned from accountants, analysts, attorneys, investment bankers, human resource executives, marketing executives, and IT professionals about the process of buying or selling a company.

In 2023, over 300 executives joined to work alongside students. This process helped teach students about many of the aspects of how a business works and did so in a competitive environment.



Basic Camp Cases

Acquirer

Target



Intro Diagnostic Scores 11%
Exit Diagnostic Scores 78%

CHAMPIONSHIP CAMP



The 2023 Championship Camp was hosted in a hybrid environment July 17th- 21st. The case involved the future of fitness: Nike and Planet Fitness competing to buy Xponential Brands, parent company of the world's best fitness classes, including Pure Barre, Rumble, and Row House. The top teams from across the country were invited to compete in this fun and engaging competition.

Championship Camp Highlights:

- Columbia Business School hosted mock shareholder sessions, a M&A overview, and negotiations at their Manhattanville Campus.
- Three YAB Alumni from Goldman Sachs advised a set of student teams during their Investment Banking Session.
- Final presentations were hosted by Sony at their Headquarters in New York City.
- A panel of judges reviewed the shareholder reports from each team. Our National Champs below won shares of stock!

2023 National Champions

Team Xponential Fitness



Carson J.

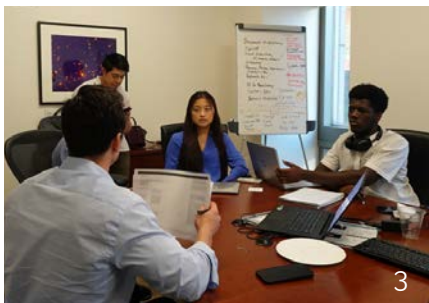
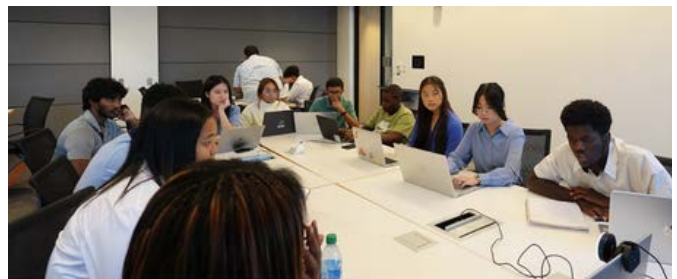
Judy T.

Sincere W.

Champ Camp Case



CHAMP CAMP SPECIAL MOMENTS



1) Student presentations at Sony Headquarters 2) EY Welcome to NYC at Hoboken HQ 3) Investment Banking Session - JPMorgan Chase 4) Celebration Dinner at Rocco's Steakhouse 5) Investment Banking Session - Truist Hudson Yards Office 6) Columbia Business School hosts team negotiations and shareholder sessions 7) Group Photo

Hosted at Vanderbilt University

ADVANCED CAMP COMPETITION



The 2023 Advanced Camp case was hosted for returning 2nd and 3rd year YAB students.

The focus of this industry-specific case was waste management and sustainability, created in conjunction with our partners at WM and Epic.

Students were organized into teams as public waste management companies, tech companies, and local municipalities to resolve a pressing waste management issue. Solutions ranged from solving capacity issues to ensuring worker safety through technology improvements.

Students toured a recycling facility, visited a landfill, and received advisory from waste management professionals to complete their cases.

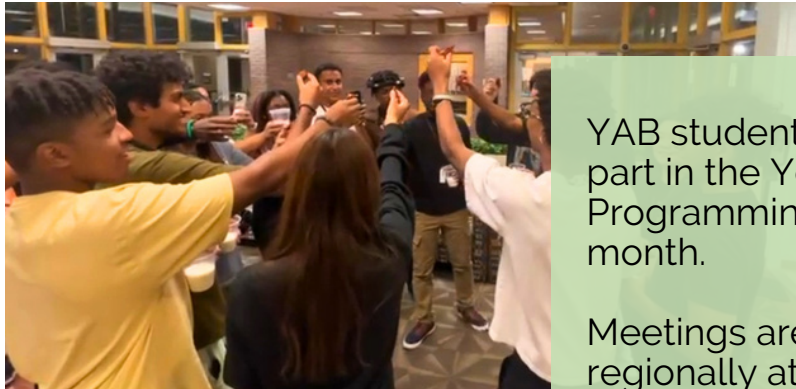
2023 National Champions

Team Waste Management • Apple • Capacity Issues



L to R: Raymond A., Caroline X., Srinanda D., Kyra E., Erfan B., Carson J., Blake W., Arjun D., Krish K., Trinity J., Cole W.

YEAR-ROUND PROGRAMMING



YAB students were invited to take part in the Year-Round Programming seminars each month.

Meetings are held virtually or regionally at least one per month, with the intention of expanding business knowledge and increasing financial literacy.



Students have a special opportunity to revisit topics from camp, get additional exposure to industry professionals, and engage in simulation and task-based activities.

Not only do students learn more about business, but they get to work on their networking, communication, and professionalism.



ALUMNI TESTIMONIALS & AND FEEDBACK



Check out a clip from our alumni panel, discussing the impact of Youth About Business. Click above!



2023 Alumni Spotlight

Injil Mohammad
Harvard College | Class of 2021

Investment Management
Analyst
Goldman Sachs

Youth About Business is the most transformative summer experience in which I have ever participated. I arrived the first day of basic camp as a wide-eyed freshman mildly interested in business and left as a more confident, leadership-oriented student who gained tangible skills that would prove to be useful even six years down the line. Because of the tremendous exposure to industry professionals doing the same work that we were, I thereafter had the confidence to enter any building on Wall Street and feel that I deserved to be there. - Injil M.

FINANCIAL ACCOUNTING

2023 LEADERSHIP DEVELOPMENT PROGRAM COSTS

Supplies and Curriculum	\$680
Championship Camp Fee	\$300
Monthly Meeting and Curriculum	\$600
National Programming	\$519
Program Administration	\$900
Total Online Academy Cost per Student	\$2,999
Less Student Registration Fees	(\$299)
Less Family Participation Fee (full Scholarship Rate)	(\$700)
= Total Student Scholarship Need	\$2,000

Corporate and foundation support was instrumental in helping YAB accomplish its goals.

The Full Scholarship awarded to eligible students is \$2,000 per student. Our annual cost per student is \$2,999 for the virtual iteration of our delivery model. This leaves students and their families with a balance of \$799 that covers their participation in Business Economy of America, the Summer Business Camp, a portion of the Championship Camp, and the Year-Round Leadership Development Training.

PROGRAM SPONSORS AND SUPPORTERS

SONY

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Insurance Brokers & Consultants



WM
WASTE MANAGEMENT

ALSTON & BIRD

EY Building a better working world

TRUIST

Smith Gambrell Russell

MOODY'S
INVESTORS SERVICE

Bloomberg

Deloitte.

JPMORGAN CHASE & CO.

2023 Total List of Sponsors

Alston & Bird LLP	Mayer Brown
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Bloomberg	PNC Bank
BRG Capital Advisors	Regions Bank
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Emory University	Sony Corporation
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King & Spalding	The Stringer Foundation
Lord's House Ministry	Truist
LifePoint Health	Vanderbilt University

Thank you to all of the strategic partners, corporate sponsors, individual donors, and stakeholders that help us financially support the operations of the organization.

SUPPORT YAB



Donate to Youth About Business

- \$30 Friend of Youth About Business
- \$300 All Things Possible Believers
- \$3,000 Sponsor a Student
- All donation amounts appreciated

[Click Here to Donate](#)

Buy YAB Swag



Green YAB
Logo Cap
\$30



Excellence is
the Standard
Water Bottle
\$30

The YAB - Leaders of Tomorrow Hoodie \$50

Email info@youthaboutbusiness.org to order merchandise while supplies last

STAY CONNECTED



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