Mission: Provide to high school juniors a working introduction to the opportunities, benefits, and challenges of establishing a business or providing a service in our free enterprise system.

Goal: Understanding business techniques through the creation of a hypothetical company.

Cost: No Charge to the high school students selected, as all expenses are covered by Rotary.

Conference Schedule: (3-Day Event)
- Wednesday, March 29, 2023, 7:00 AM - Conference starts at Mission College.
- Wednesday afternoon - Students travel by bus to Asilomar, Pacific Grove.
- Friday, March 31, 7:00 PM - Students return by bus to Mission College.

Important Dates (Apply Now)
- Friday, Feb. 3, 2023: Application cutoff date.
- Friday, Feb. 10, 2023: Teacher or School Representative completes on-line student recommendation.
- Friday, Feb. 24, 2023: Student notification of acceptance.
- Thursday, Mar. 9 or Tuesday, Mar. 14, 2023: Mandatory orientation (Attend 1 session) - Location TBD

How it Works for Students
- GPA is NOT a criterion for acceptance!
- Each student fills out an on-line application and answers 3 basic questions:
  1. Why are you interested in applying for this business conference?
  2. How do you think attending this conference will influence your future goals?
  3. In ten years, what would you like to be able to tell others about yourself?
- Selection committee of business-oriented Rotarians reviews applications and selects students. Ten teams are created with each team consisting of 6 students from different high schools.
- Selected students must attend one of the two scheduled nighttime Orientations with at least one parent.

Overview of Course Curriculum
- Entrepreneurial Stories
- Building Your Own business (Your company)
  - Products/Service, Target Industry, Location, Operations, Business Plans, etc.
- Business Ethics
- Talent Management/Human Resources
  - Organization, Company, Mission and Culture
- Marketing
  - Market Analysis, Strategies
- Finance
  - Getting Capital, Financial Statements & Projections
- Making Winning Presentations
- Team Building
- Each team presents their company to a panel.

A Collaborative Effort of the Rotary Clubs of Campbell, Dublin, Los Altos, Mountain View, Santa Clara, San Lorenzo Valley, Saratoga, Sunnyvale, and Sunnyvale Sunrise

Conference website: [www.elcsvw.org](http://www.elcsvw.org)
Contacts: Sesh Ramaswami (Co-chair) Arley Marley (Co-Chair)
E-Mail: rotary.elc.svw@gmail.com Phone Messages: (408) 622-1605

Promotional Links
- The Ask (1 Minute video)
- How it works
- Testimonials (4:50 Minute video)
- Application

Revised: November 21, 2022