



Enterprise Leadership Conference Silicon Valley West - 2023

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

Contacts: Sesh Ramaswami (Co-chair) Arley Marley (Co-Chair)

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Promotional Links

[The Ask](#) (1 Minute video)

[How it works](#)

[Testimonials](#) (4:50 Minute video)

[Application](#)