

Cleveland State Small Business Development Center sponsored an event on April 23rd that brought some of America’s top young entrepreneurs to its campus to spread the spirit of entrepreneurship. The program, called Young Entrepreneurship Seminar (SAY YES), offered life experiences from young entrepreneurs who have successfully started and grown their own businesses, work sessions where attendees strategized and planned their next moves, a panel discussion where attendees had their questions answered, and a networking opportunity with fellow attendees. The event was aggressively promoted to college and high school students from Bradley, McMinn, Meigs, Monroe and Polk Counties. The purpose of this event was to encourage young people to explore the opportunities, rewards and risks of starting their own business, thus encouraging economic development in our community.



Expected outcomes were measured in two ways. First was a target attendance of 200 or more young people. The second was to have a positive effect on the attendees. The first was exceeded as 254 young people attended the event. The second was measured through a post-event survey, the results of which are shown below with a rating of 10 being excellent and 1 being poor. Overall, these results are considered to be excellent with 86% of the attendees stating that they will take a new action toward their personal goals as a result of the event.

Total Number of Attendees:	(254.00)
Evaluations:	
How would you rate the event overall?	8.66
Would you recommend this event to your friends?	8.72
As a result of today, how likely are you to one day start a business?	7.10
Keynote 1: Nick Friedman	9.16
Keynote 2: Michael Michalowicz	9.14
Workshop	8.86
Networking	8.20
Panel	9.24
Intro / Closing	9.44
Percentage of attendees who will take a new action towards their goals as a result of today:	86%
Percentage of attendees who will not take a new action towards their goals as a result of today:	14%

Individual comments were almost all positive with a few examples shown below:

“Loved all the great information. It makes a difference to hear real-life stories and meet people who have been where you are and succeeded.”

“No matter what fears you have block it out of your mind and leave success as your only option.”

“The seminar gave a lot of info out. It makes a person break the fear in starting a business. It motivates you to pursue your dreams until you tap into what it is you are here for.”

“After coming to this event , I know exactly how I can achieve my dreams in the business world. Thank you for providing this opportunity!”

“The biggest thing I learned was that an idea means nothing unless you do something with it.”