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VEALE YOUTH
ENTREPRENEURSHIP
FORUM

newsletter!

Issue 2 / June 2023

Young Entrepreneur Markets Give Students Real World Selling Opportunities

young
entrepreneur
market

With the return of summer to Northeast Ohio, we would like to share an ongoing opportunity for student entrepreneurs to gain experience selling at farmers markets. The Young Entrepreneur Market (Y.E.M.) program facilitated by the Young Entrepreneurship Institute (Y.E.I.) provides tents at local farmers markets and community events that allow students the opportunity to sell their products, develop their product pitch, and hear directly from customers. We spoke with Jessica Dragar of Y.E.M. to learn the ins-and-outs of market sales,

as well as her advice for teens who would like to get started selling under a Y.E.M. tent.

Y.E.M. is open to any student in Northeast Ohio in grades K-12. Along with covering the cost of the tent for the day, Y.E.I. offers business coaching to young entrepreneurs selling at a market. When a student is interested in participating in a market, Y.E.I. provides an orientation for the student to assess their strengths and weaknesses and help them determine the best market to sell their product. Students will also hear what it is like to sell at a Y.E.M. tent, including guidelines and what to expect. Students may sell at each market only once per month, but they are welcome to sign up for more than one location a month. Educators working at schools with school-based businesses are also welcome to utilize the markets as another selling experience for their students. Y.E.I. can also provide in-class orientations to reach multiple students interested in selling at a market. One important guideline to note is students under 18 must be accompanied by an adult.

Jessica encourages students at any stage of their business to apply to sell at a market. Students who do not yet have a business or product can work with Jessica to find a product that they are excited to turn into a business. Jessica explained that there isn't one product type that sells the best, and that the businesses that sell the most all have a unique approach. However, she has noticed that products with a story, like an inherited family recipe for lemon Bundt cake, tend to sell well. Products that have a social impact tied to them are usually successful as well. Most importantly, a student's charisma and passion for their product will ultimately determine their success.

If you would like more information on selling opportunities through Young Entrepreneur Market program, please contact Jessica Dragar at jdragar@us.edu or check out the Y.E.I. website [here](#).

Free Maker
Workshop for
Educators

The deadline to register
is June 9th!



2023
DesignCampCLE
COME AND
PLAY!
Monday June 12 8:30 a.m. -2:30 p. m.
FREE PD FOR EDUCATORS

Design Camp Cle is a free workshop for Northeast Ohio educators from Lakeland Community College's HIVE makerspace. Follow the link above to learn more, and click [here](#) to register by June 9th!



Read about London Mitchell,
recipient of a VYEF Microgrant

How a near-death experience inspired his clothing line



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Click the link above to read about how a Heights High student used resilience to create a booming apparel business.

Y.E.I. National Pitch
Challenge

Entries close July 15th!



young
entrepreneur
PITCH
CHALLENGE

The Young Entrepreneur Institute's national pitch competition is accepting entries until July 15, 2023. Follow the link above for more information.



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