



IDEAS that  
make  
everyone  
SAY **Yea!**

Prepare for  
Lift Off!

The Chamber is bringing  
Entrepreneurship Education to  
Mercer County!

The Princeton Regional Chamber of Commerce Foundation – the 501(c)3 charitable arm of the Princeton Mercer Regional Chamber – is partnering with The College of New Jersey to say YEA! to entrepreneurship education for high school students in our region.

The second Princeton Mercer Chamber YEA! cohort will launch in Fall of 2026, providing an unprecedented opportunity for young people in our community to become real-life, confident entrepreneurs. The program is based at TCNJ and run by the Chamber, using YEA!'s proven curriculum that takes students step-by-step through the process of starting their own business. During the 30-week program, students selected through an application process generate business ideas, conduct market research, write a business plan, pitch to a panel of investors, and launch their own business.

YEA! is powered by Chamber members! Subject matter experts from various industries have the opportunity to serve as instructors, mentors, and guest lecturers, and a variety of sponsorship opportunities are available!



LEARN MORE ON OUR WEBSITE





# Get Involved!

VOLUNTEER WITH YEA!  
AND NURTURE THE  
NEXT GENERATION OF  
BUSINESS LEADERS

## BE AN INSTRUCTOR

YEA! Instructors are successful, dynamic, creative entrepreneurs. YEA! provides all of the curriculum, class lessons, PowerPoint slides, assignments, and even administrative support via a dedicated Program Manager. The YEA! Instructor is the volunteer 'rock star' that powerfully delivers each weekly session to talented and ambitious students in the YEA! class. Instructors can be individuals or teams of two who volunteer to lead one 10-week segment of the program.

## BE A MENTOR

Mentors work with Young Entrepreneurs Academy student businesses to assist in the creation of their business plans. Mentors provide guidance and feedback as students think through all aspects of their business creation, write their business plans, and prepare their Investor Panel presentations.

## BE A GUEST SPEAKER

Guest speakers are subject matter experts who come into specific classes to share their knowledge and experience with our students. Some subjects we cover: Accounting, Insurance, E-Commerce, Marketing, Taxes, Government, Sales, Banking, and Social Entrepreneurship. A guest speaker makes a one-time 60-90 minute commitment.

LET'S TALK!

If you're ready to learn more about being a YEA! volunteer, contact us at [yea@princetonmercer.org](mailto:yea@princetonmercer.org)!



# Sponsorships

## GRAND PRIZE SPONSOR - \$10,000

As the Grand Prize, presenting sponsor of YEA! your company will take the lead in supporting Entrepreneurship Education in Mercer County. Your logo will be featured in print and electronic promotional materials with "Grand Prize furnished by..." language. Your company will be included in promotional text and photo ops. In addition, representatives from your company will have first choice of volunteer opportunities, and you will be able to name a representative to serve as a Judge for the Investor Panel.

## NEXT LEVEL SPONSOR - \$5000

Next Level Sponsors do just that - they take our program to the next level! The YEA! curriculum includes field trips to local businesses, special events with business leaders, and guest speakers. Funding from Next Level Sponsors makes that happen. Your logo will be included in print and electronic promotions, and representatives of your company will have priority for volunteer roles. Additionally, you receive one seat as a Judge on the Investor Panel.

## INNOVATION SPONSOR - \$2500

Innovation Sponsors support program operations including technology and instructional materials that power creativity among our young Entrepreneurs. Your logo will be included in print and electronic promotions, and representatives of your company will have the opportunity to volunteer with the program. Additionally, each Innovation Sponsor gets one seat as a Judge on the Investor Panel.

## DREAM MAKER SPONSOR - \$1000

Sponsorship of YEA keeps this program accessible to all students in Mercer County. Your \$1000 sponsorship removes barriers to participation by ensuring we can offer full and partial scholarships, help with transportation to and from campus, or provide access to take-home technology for students with demonstrated need. With your help, we can make sure YEA is available to everyone!

### DID YOU KNOW!?!

YEA! is a program of the Princeton Regional Chamber Foundation, a 501(c)3 nonprofit organization. Contributions to the Foundation in support of YEA! are tax deductible as allowed by law. Individual or corporate gifts of any amount may be made to the Foundation and designated to support YEA!

# Student Success Stories

THE NEXT BIG THING  
COULD BE RIGHT HERE  
IN MERCER COUNTY

## **RACHEL ZEITZ, CEO, GLADIATOR LACROSSE**

Boca Raton Chamber of Commerce, Florida

Gladiator Lacrosse was founded in 2013 by then 13 year old seventh grade entrepreneur and lacrosse player, Rachel Zietz. Like every player wishing to improve his or her game, Rachel's coaches advised her to play "wall ball" and practice her shot as much as possible. However, the quality of the products she purchased for use in the backyard would not hold up to the weather outdoors and were expensive. Participating in the YEA! Boca Raton Chamber of Commerce program, Rachel decided to start a business that produced high-quality lacrosse equipment at an affordable price and Gladiator Lacrosse was born.



## **CHAD BINGO, CEO, DOGSTAR PET PRODUCTS**

Rochester, New York

Chad Bingo has always had a love for dogs and making caring for them more fun and enjoyable. In the Academy, Chad launched the Gotta Go Button, the first product from his company, Dogstar Pet Products. The Gotta Go Button "speaks" for your dog and lets owners know when Fido's "gotta go"! The button comes complete with a 2 week training system. The Gotta Go Button has been featured on Good Morning America and in Walmart's "Get on the Shelf" contest.

## **AMRITA RAM, CEO, FRESH STEPS**

Bellevue Chamber of Commerce, Washington

Amrita was inspired by children's sneakers that "light-up" as they walk. She knew that simple technology could be applied in a bigger way. And Fresh Steps was born—a piezoelectric tile system that can power a building from the kinetic energy produced by people walking! Amrita pitched her business plan to a panel of top business leaders at her local YEA! Investor Panel, as part of the Academy class, where she received funding and was named the Bellevue YEA! Saunders Scholar Semi-Finalist.





# Common Questions

## **HOW LONG IS THE PROGRAM?**

YEA! runs for a total of 30 weeks not counting breaks for holidays. Classes begin in October of 2026 and students will graduate in May of 2027.

## **WHEN AND WHERE DO CLASSES MEET?**

Classes meet once a week on Tuesday evenings at The College of New Jersey.

## **HOW MUCH DOES THE PROGRAM COST?**

Tuition for YEA! is \$995 and includes all program materials and experiences. Tuition can be paid in installments, and scholarships are available for students with demonstrated need.

## **DO STUDENTS NEED TO ALREADY HAVE AN IDEA FOR A BUSINESS?**

No! The YEA! curriculum walks students through three phases: the Big Idea, the Pitch, and the Launch. Students will work with the instructor and their peers to come up with a business idea.

## **DO STUDENTS FINISH WITH A REAL BUSINESS?**

Yes! Students file for a DBA, establish a bank account, file for an EIN, etc. YEA! isn't a simulation. Over 2700 real businesses have been launched by YEA! students.

## **WITH TCNJ AS A PARTNER, IS COLLEGE CREDIT AVAILABLE?**

No. YEA! is purely an extracurricular activity. But, what better way to get accustomed to a college campus environment before you make the big leap?!

## **IS TRANSPORTATION TO AND FROM CLASSES AVAILABLE?**

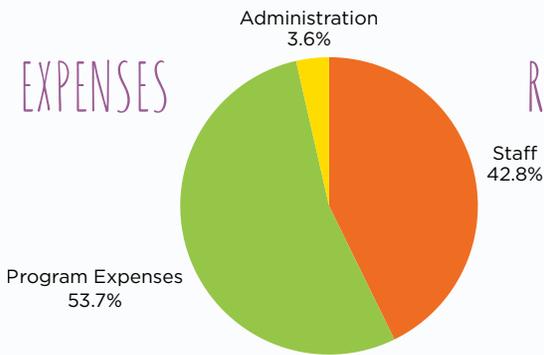
NJ Transit serves The College of New Jersey campus. Additionally, the YEA! team can work with individual students to identify transportation solutions.

## **WHAT CAN STUDENTS EXPECT?**

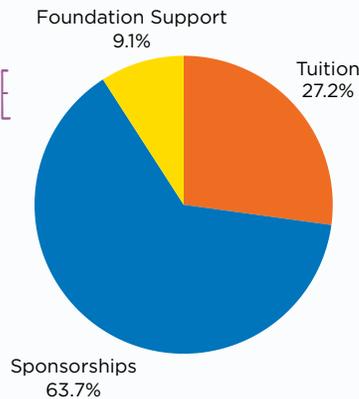
YEA! is experiential learning. Students can expect a combination of classroom instruction, real world experiences, cool field trips, and mentorship from local business leaders!

# By The Numbers

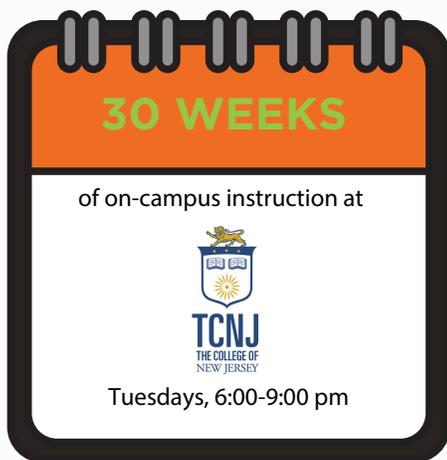
## EXPENSES



## REVENUE



**20**  
OF MERCER COUNTY'S  
BRIGHTEST HIGH  
SCHOOLERS



**3** MAIN EVENTS  
CEO Roundtable  
Investor Panel  
Graduation

**TUITION \$995**

Tuition covers all program expenses including materials and field trips. It can be paid all at once or in installments. Full scholarships are available to students with demonstrated need.

*Big Opportunities*  
=  
*Big Outcomes*

- 100% of YEA! students graduate high school on time
- 99% of YEA! students go on to college
- 56% of YEA! students come from historically under-represented communities
- YEA! has grown to 110 locations in 39 states since 2004

## ABOUT YEA!

Founded in 2004 at the University of Rochester with support from the Kauffman Foundation, the Young Entrepreneurs Academy today serves thousands of students across America. In 2011, the United States Chamber of Commerce and Campaign for Free Enterprise became a national sponsor and partner of the Academy to help celebrate the spirit of enterprise among today's youth and tomorrow's future leaders.

YEA! programs across the country have produced countless success stories, including Rachel Zeitz who went on to graduate from Princeton University while continuing to build the business she founded through YEA! and the Boca Raton Chamber of Commerce at the age of 13 – Gladiator Lacrosse. Other YEA! entrepreneurs include Asad Muhammad who established Taste of Supreme Bakery, specializing in all-natural baked goods in Rochester, NY; and Brandon Boynton who is now the CEO of MostBeastlyStudios, LLC, the mobile application development suite he developed while a part of YEA!