



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



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?

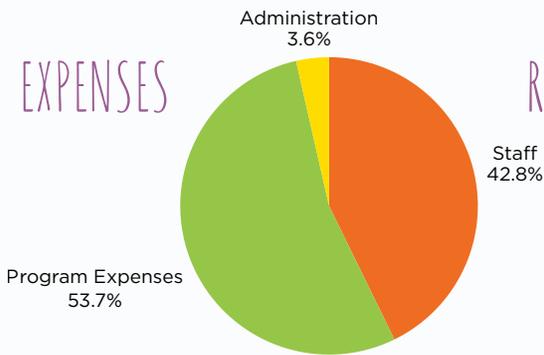
NJ Transit serves The College of New Jersey campus. Additionally, the YEA! team can work with individual students to identify transportation solutions.

WHAT CAN STUDENTS EXPECT?

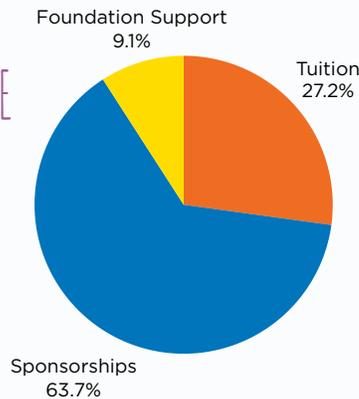
YEA! is experiential learning. Students can expect a combination of classroom instruction, real world experiences, cool field trips, and mentorship from local business leaders!

By The Numbers

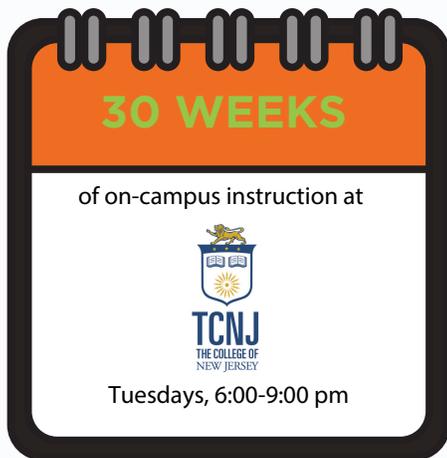
EXPENSES



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!