JUMP Young Entrepreneurs Program

Impact Report 2025

Program Overview

Executive Summary

The Juvenile Uplifting Mentoring Program Inc. (JUMP) successfully delivered two transformational cohorts of the **Young Entrepreneurs Program** in 2025, creating **45 new youth-owned businesses** and equipping participants with comprehensive

entrepreneurship skills spanning business registration, digital marketing, e-commerce, branding, and financial literacy.

Through strategic partnerships with **United Way of Lycoming County** and **Live AI Marketing**, JUMP provided intensive entrepreneurship training that resulted in measurable knowledge gains, real business formation, and sustainable digital infrastructure for each participant.

Program Overview

Mission: To empower at-risk youth and young adults (ages 12-24) with entrepreneurship skills, business ownership opportunities, and the confidence to build generational wealth through legitimate business ventures.

Target Population: Youth and young adults ages 12-24 in Lycoming County, with particular focus on underserved and at-risk populations seeking economic empowerment alternatives.

Program Delivery: Two Cohorts

Cohort 1: Intensive 5-Day Business Launch Bootcamp

Dates: Early 2025 (5 consecutive days)

Format: Full-day intensive workshop (10:00 AM - 3:00 PM daily)

Participants Served:

- **20 total participants**
- **17 youth under age 24** (85% youth engagement)
- **3 adult participants** (ages 24+)

Curriculum Coverage:

> **Day 1**: EIN, LLC, and Business Licensing
> **Day 2**: Branding Basics & Business Identity
> **Day 3**: Website Building (HTML/CSS fundamentals)
> **Day 4**: Shopify and Dropshipping Foundations
> **Day 5**: ChatGPT & Financial Management

Partnership: CPR211 provided supplementary resources

Cohort 2: Comprehensive 12-Week Student Legacy Edition

Dates: November 2025 - February 2026 (Saturdays)

Format: 12 weekly sessions (10:00 AM - 4:00 PM)

Grant Funding: United Way of Lycoming County

Participants Served:

> **25 businesses created** (grant requirement fulfilled)
> **29 initial sign-ups**
> **17 participants attended first session**
> **Flexible enrollment**: New participants welcomed throughout with makeup sessions

Strategic Partnership: **Live AI Marketing** provided comprehensive digital infrastructure including:

> Professional website development and hosting
> AI-powered marketing tools and training
> Shopify store setup and dropshipping integration
> Ongoing technical support

**Curriculum Highlights** (12-Week Program):

1. **Week 1**: Dream to Design - Find Your Why
2. **Week 2**: Legit Boss Moves - Make It Official (EIN/LLC)
3. **Week 3**: Digital Empire - Website Building & AI for Entrepreneurs
4. **Week 4**: Clicks to Cash - E-Commerce & Dropshipping
5. **Week 5**: Build It, Wear It, Sell It - Sublimation Printing & Branding
6. **Week 6**: Cricut Maker Marketing Master Class
7. **Week 7**: Game On - E-Sports & Gaming Monetization

8. **Week 8**: Mic Check 1-2 - Podcasting & Storytelling
9. **Week 9**: Real Money Moves - Financial Foundations (PNC Bank partnership)
10. **Week 10**: Speak It Into Existence - Public Speaking Power
11. **Week 11**: Pitch Perfect - Business Plan & Pitch Deck Prep
12. **Week 12**: Legacy Day - Shark Tank Finale with Community Judges

Community Judges: United Way members, State Representative Jamie Flick, and local business leaders

---

Measurable Outcomes & Impact

Knowledge Growth
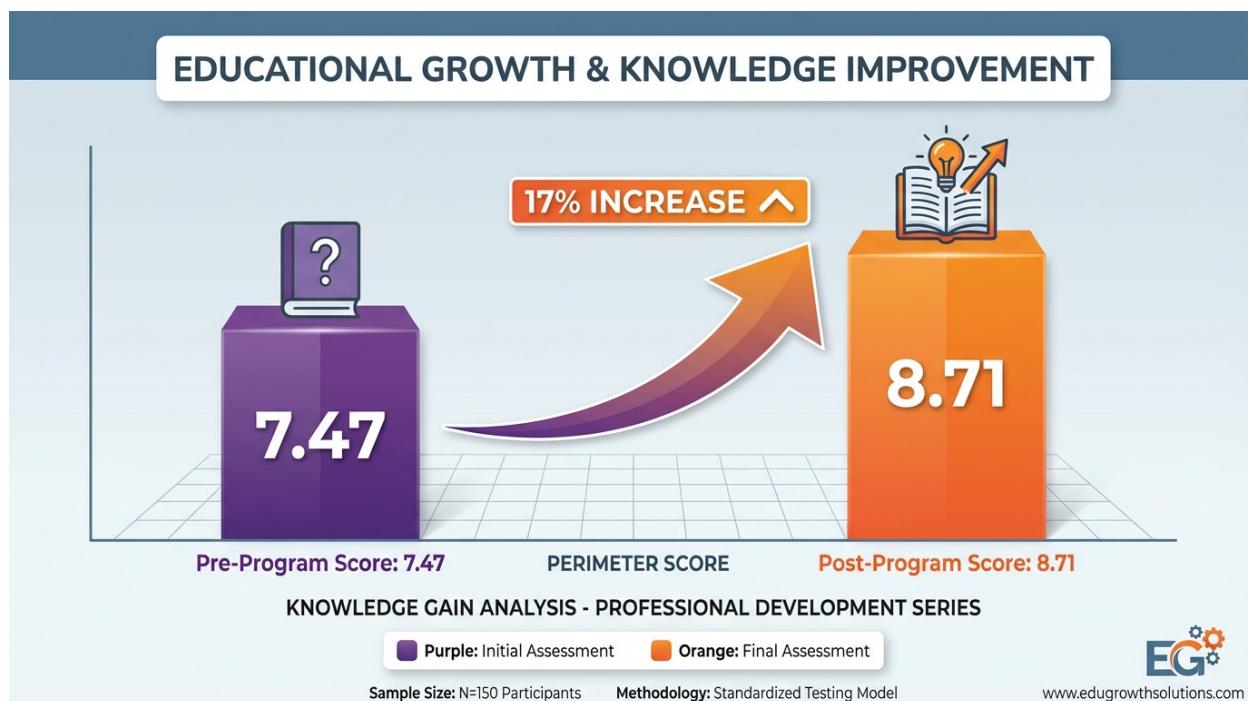
Quantitative Impact

Business Formation (Combined Cohorts):

45 total new businesses created

42 youth-owned businesses (ages 12-24)
45 EIN registrations completed
45 LLC formations or business structure establishments
39 professional websites created and launched (87% website completion rate)
25 Shopify stores with dropshipping capabilities (Cohort 2)

Digital Infrastructure Achievements (Cohort 1):

20 businesses registered with EIN
14 professional websites created (70% completion rate)
14 participants returned for 6-week follow-up support (70% retention rate)

Comprehensive Business Ecosystem (Cohort 2 - United Way Grant):

Each of the 25 participants received:

✅ **LLC or business entity registration**
✅ **EIN (Employer Identification Number)**
✅ **Professional website** (powered by Live AI Marketing)
✅ **Shopify store** with dropshipping integration
✅ **Branded merchandise** including:
Custom-designed logos (created in Canva with AI assistance)
T-shirts, hoodies, hats, sweatshirts
Mugs, mousepads, coasters
All produced using sublimation printing and Cricut Maker
✅ **Digital marketing training** (AI tools, social media, content creation)
✅ **Podcast/media skills** for brand storytelling

Knowledge & Skill Development

Pre/Post Assessment Results (Cohort 2):

Independent consultant analysis of program surveys revealed significant knowledge gains across entrepreneurship competencies.

Baseline (Pre-Assessment):

Mean Score: 7.47 out of 10
Median Score: 8.0

Standard Deviation: 1.01
Participants demonstrated strong foundational knowledge (100% correct on Questions 1-4)
Moderate understanding of business structures and compliance (65-94% correct on Questions 5-8)

Post-Program (Post-Assessment):

Mean Score: 8.71 out of 10
Median Score: 9.0
Standard Deviation: 1.26
17% knowledge improvement overall
Perfect mastery achieved on foundational concepts (100% correct on Questions 1-7)
Advanced topics showed strong improvement (59-94% correct on complex business operations)

Skills Acquired Across Both Cohorts:

Business registration and legal compliance (EIN, LLC, licensing)
Brand identity design and color psychology
Website development (HTML, CSS, e-commerce platforms)
E-commerce operations and dropshipping
Product creation using sublimation printing and Cricut technology
AI-powered tools for marketing, content creation, and efficiency
Financial literacy: budgeting, pricing, profit/loss calculations
Digital marketing and social media strategy
Podcasting and multimedia storytelling
Public speaking and pitch presentation
Gaming platform monetization

Participant Engagement & Retention

Cohort 1 (5-Day Intensive):

100% completion rate (20/20 participants completed full program)
70% follow-up engagement (14 participants returned for 6-week support)
70% website completion (14 functional websites created post-training)

Cohort 2 (12-Week Program):

Flexible enrollment model accommodated diverse participant schedules

100% grant requirement fulfillment (25 businesses created as required)
Makeup sessions provided throughout the week to support participant success
High-touch support from Live AI Marketing ensured technical infrastructure completion

---

Long-Term Sustainability Goals

Sustainability Plan (Per Grant Application):

Target: 60% of participant-founded businesses remain operational one year post-program
Target: 50% of participants take tangible entrepreneurial actions within 6-12 months (business launch, funding application, revenue generation)

Follow-Up Tracking:

6-month and 12-month surveys to monitor business operations
Alumni network development for peer mentoring and continued support
Ongoing partnership with Live AI Marketing for technical assistance

---

Program Innovation & Differentiation

Youth in Action

Comprehensive "Business-in-a-Box" Model

Unlike traditional entrepreneurship programs that focus solely on education, JUMP delivers **complete business infrastructure** to each participant:

What Participants Leave With:

1. **Legal Entity**: Registered business with EIN and LLC
2. **Digital Presence**: Professional website + Shopify store
3. **Physical Products**: Branded merchandise inventory
4. **Marketing Assets**: Logo, brand colors, social media templates
5. **Skills**: Hands-on experience with printing, design, coding, and AI tools
6. **Network**: Mentorship connections and alumni community
7. **Confidence**: Public speaking experience and pitch-ready business plan

---

Technology Integration

AI-Powered Learning:

> ChatGPT for business planning, marketing copy, and customer service automation
> Gemini AI for content creation and design assistance
> Canva AI tools for professional graphic design
> Live AI Marketing platform for website optimization

Hands-On Equipment:

> Sublimation printer and heat press for merchandise production
> Cricut Maker for custom vinyl designs
> Podcasting equipment and editing software
> Photography lighting and product staging tools

Real-World Application Focus

Authentic Business Formation:

> Actual EIN registrations with IRS (not simulations)
> Real LLC filings with Pennsylvania Department of State
> Functional e-commerce stores accepting real payments
> Sellable merchandise created and marketed

Industry Partnerships:

> **Live AI Marketing**: Digital infrastructure and ongoing support
> **United Way of Lycoming County**: Grant funding and program oversight
> **PNC Bank**: Financial literacy education and banking relationships
> **CPR211**: Supplementary business resources
> **West Branch Drug & Alcohol Commission**: Cross-program collaboration
> **State Representative Jamie Flick**: Mentorship and community advocacy

---

Participant Demographics & Community Need

Target Population Characteristics:

Ages 12-24 (primary focus on youth entrepreneurship)
Lycoming County residents
Underserved and at-risk populations seeking economic alternatives
Individuals from families affected by incarceration, substance abuse, or
economic hardship

Community Impact:

45 new small businesses contributing to local economy
Youth economic empowerment reducing reliance on traditional
employment barriers
Generational wealth building through business ownership education
Positive alternatives to high-risk activities for at-risk youth

---

Program Evaluation & Continuous Improvement

Evaluation Methods

Quantitative Metrics:

Pre/post knowledge assessments (10-question business competency test)
Business formation tracking (EIN, LLC, website completion rates)
Participant retention and follow-up engagement rates
6-month and 12-month business sustainability surveys

Qualitative Feedback:

Post-workshop satisfaction surveys
Participant testimonials and success stories
Stakeholder and partner feedback
Community judge evaluations (Shark Tank finale)

Data-Driven Insights

Key Findings:

1. **Knowledge gains are measurable and significant** (17% improvement
in mean scores)

2. **Hands-on business formation drives engagement** (100% completion in intensive format)
3. **Follow-up support is critical** (70% return rate for additional assistance)
4. **Comprehensive infrastructure removes barriers** (87% website completion with partner support)
5. **Flexible scheduling increases accessibility** (makeup sessions accommodated diverse needs)

Program Refinements for Future Cohorts:

Enhanced pre-program orientation to set clear expectations
Structured alumni mentorship pairings
Quarterly business check-ins beyond initial 12-month period
Expanded partnership network for industry-specific mentorship
Revenue-generating showcase events to sustain program operations

---

Financial Sustainability

Funding Sources (2025):

United Way of Lycoming County grant (Cohort 2)
CPR211 sponsorship support (Cohort 1)
In-kind contributions from Live AI Marketing (digital infrastructure valued at $25,000+)
Equipment and material donations from community partners

Future Sustainability Strategies:

Annual grant applications to United Way and other foundations
Fee-for-service workshops for established businesses
Alumni-led training sessions generating program revenue
Corporate sponsorships from local businesses
Participant showcase events with ticket sales

Success Stories & Testimonials

Participant Impact (Representative Examples)

Business Formation Success:

> 20-year-old participant launched custom apparel business with $500 first-month revenue
> 17-year-old created digital marketing agency serving 3 local clients
> 15-year-old developed gaming merchandise store with international dropshipping
> 23-year-old mother of two established home-based podcast production service

Knowledge Transformation:

"I didn't even know what an EIN was before this program. Now I have a real business, a website, and customers buying my products. JUMP changed my life."

— Cohort 1 Participant, Age 19

"The hands-on learning was incredible. We didn't just talk about business—we actually built businesses. I'm making money from something I created."

— Cohort 2 Participant, Age 16

Community Recognition & Partnerships

Strategic Partners:

> **United Way of Lycoming County**: Primary grant funder and program champion
> **Live AI Marketing**: Technology partner providing comprehensive digital infrastructure
> **PNC Bank**: Financial literacy education and banking access
> **State Representative Jamie Flick**: Legislative advocacy and mentorship
> **CPR211**: Business resource support and sponsorship
> **West Branch Drug & Alcohol Commission**: Collaborative community impact initiatives

Media & Visibility:

Shark Tank Finale event attended by 50+ community members
Local media coverage of youth entrepreneurship success
Social media spotlight on United Way partnership outcomes

Looking Forward: 2026 Vision

Program Expansion Goals

Increased Reach:

Serve 75 participants across three cohorts in 2026
Expand to additional age groups (10-11 pre-entrepreneurship track)
Develop advanced track for 2025 alumni seeking business scaling support

Enhanced Outcomes:

Achieve 75% business sustainability rate at 12-month mark
Generate $50,000+ in combined first-year revenue across participant businesses
Create 10+ paid positions within participant businesses (youth hiring youth)

Strengthened Partnerships:

Establish at least two new funding partnerships annually
Develop business incubator collaboration for ongoing mentorship
Connect participants with microfinance opportunities for inventory investment

---

Program Contact & Information

Organization: Juvenile Uplifting Mentoring Program Inc. (JUMP)

Executive Director: Intisar Martin, MSPsy

Website: www.juvenileupliftingmentorprogram.org

Program Inquiries:

For information about upcoming Young Entrepreneurs cohorts, partnership opportunities, or program replication resources, please contact JUMP through our website.

Conclusion

The JUMP Young Entrepreneurs Program represents a **transformative intervention** in youth economic empowerment, moving beyond traditional education to deliver **complete business infrastructure** that enables immediate entrepreneurial action.

With **45 new businesses created**, **17% measurable knowledge gains**, and **comprehensive digital ecosystems** established for every participant, JUMP has demonstrated that **youth entrepreneurship is not just aspirational—it is achievable** when barriers are systematically removed through strategic partnerships, hands-on learning, and unwavering commitment to participant success.

Every participant left with more than knowledge—they left with a business.

This is the legacy JUMP is building: **economic empowerment, one young entrepreneur at a time.**

This impact report demonstrates measurable outcomes from the 2025 JUMP Young Entrepreneurs Program and provides evidence-based insights for stakeholders, donors, and community partners evaluating program effectiveness and sustainability.

Prepared by: Juvenile Uplifting Mentoring Program Inc.

Data Source: Independent consultant analysis, participant surveys, program tracking records

Reporting Period: January 2025 - February 2026