

Rochester YEA!  
Graduate,  
Eric Meyer,  
Geneseo High School

Aarya Patel,  
Brighton High School

As seen on:

HAT & HED

Rochester YEA! Graduate,  
National College  
Scholarship Winner  
McQuaid Jesuit High School

ROCHESTER YEA! GRADUATE, INFINITI SALON OWNER  
CHURCHVILLE-CHILLI HIGH SCHOOL



# Think Like a Founder. WIN LIKE A BOSS.

You have the talent, we have the magic formula to turn your idea into the next big thing.

## Call for video submissions!

High-school students in Monroe and Ontario Counties, enter the **Get This! contest** showing your bright ideas and life's passions.

### Get This!

Your dream business idea could change the entire course of your life, and the Young Entrepreneurs Academy wants to help you make it happen! Show us your CEO side and tell us all about your idea\*.



### Do This - Send us your video

To enter YEA!'s Get This! campaign, create a 45-second video describing an entrepreneurial idea or business plan that you have—like an invention, app idea, TV Show concept, non-profit organization, food product, sport equipment, service business—whatever your big idea is or what your special talent is. Thinking about what you love to do, and what you're pretty great at doing is what we want to hear about. Begin the video with "Get This!" so we know you're participating in the campaign.

**Upload your video here by midnight on Thursday, February 13th, 2020—winners will be announced February 21, 2020.**

### What Can You Win?

#### Bronze: THE FARASH 250

##### Three Coaching Sessions & Trip of a Lifetime

Up to 250 contestants will qualify for YEA!'s Get This! exclusive and exciting Coaching Sessions—a series of three interactive sessions that will transform your life and prepare you for start-up success and your best future. Applicants will meet with successful entrepreneurs who'll cover the ins and outs of launching a start-up, from cultivating the big idea, fine-tuning the plan for the big presenting the pitch, to the "how-to" launch of the business or social movement. Students will have the opportunity to ask questions, receive specific advice related to their ideas and make valuable connections.

\* All ideas submitted by students are kept confidential and remain the property of the student who submitted the video. The Young Entrepreneurs Academy, Inc. or its volunteers take no ownership or equity position in the students' intellectual property.

#### Silver: THE FARASH 15

##### Pitch your idea to the Get This! Investor Panel

After the three exclusive coaching sessions, 15 of the 250 contestants will be selected as the "Farash 15," honoring the entrepreneurial legacy and incredible philanthropy of Max and Marian Farash. These fifteen contestants will earn a starring role at the Get This! Investor Panel Event where your video is presented to a live studio audience to compete for the chance to win an all-expense paid coveted spot in the Young Entrepreneurs Academy, a prestigious, year-long program where you'll secure the funding and expertise to turn your idea into a reality (and be awarded a brand-new tablet device).



#### Gold: THE FARASH FOUNDERS 5

**Trip of a lifetime and seed money for your venture.** Through a text-to-vote session during the Investor Panel event, five of the "Farash 15" will be named as the "Farash Founders". Each of the 5 "Farash Founders" will win admission into YEA!'s signature course at the University of Rochester with the expert help and seed money to get their business off the ground... and the launch of a lifetime!

#### Top Prize: WIN LIKE A BOSS

One lucky contestant selected as a "Farash 5" will also win the trip of a lifetime to the Forbes Under 30 Summit in addition to the laptop and the spot in the Young Entrepreneurs Academy for the launch of a lifetime.

**Send us your video**  
**>> [yeausa.org/get-this](http://yeausa.org/get-this)**

FULL GET THIS! CONTEST RULES HERE.



**YEA! students featured nationally**

**Inc.**



Entrepreneur



The New York Times

Forbes



## **Get This! The Young Entrepreneurs Academy (YEA!) wants to show you how to make your business dream a reality and can't wait to send one deserving winner on the business trip of a lifetime!**

The Max and Marian Farash Charitable Foundation and The Young Entrepreneurs Academy are teaming up to bring an exciting new competition for high school students in Monroe and Ontario Counties. Competitors will each submit a 45 second video to describe their cool business idea in a compelling, concise and creative manner, starting with the phrase "Get This!:". Use your imagination, your creativity and your drive to put together an impactful, amazing and original 45-second video that tells the world about your cool business idea! Then upload your video to the YEA! site by February 13, 2020 and see if your entry is selected as a winner!

The Young Entrepreneurs Academy and the Max and Marian Farash Charitable Foundation have a shared mission of supporting and nurturing the development of the entrepreneurial spirit in young people in our area. They also work hand in hand to spread awareness of the opportunities for support and development of entrepreneurial skills in our youth. Together, they have developed the Get This! competition as a fun and exciting way not only to increase awareness of the power and importance of entrepreneurship in America today, but also to provide valuable, practical training and education that can be used by kids right now to make their business dreams and ideas become reality.

High school students in Monroe and Ontario Counties that are interested in entering the Get This! competition need to complete and submit their 45-second videos by February 13, 2020. Up to 250 motivated competitors will get to attend three awesome coaching sessions with accomplished business leaders and entrepreneurs to learn more about how to make their business ideas a reality. The top fifteen competitors will be identified as semifinalists at the end of the third coaching session, will each win a tablet device, will have the option (but not be required) to revise their Get This! video based on what they learn in the coaching sessions and then participate in a final competition where the five winners will be selected in real time by people attending the final competition and others participating simultaneously in the vote.

The high school students submitting top five Get This! videos selected by the voters will win a coveted spot in and full scholarship for the signature course of the Young Entrepreneurs Academy class beginning on October 13th, 2020 at the University of Rochester. You will have experts help you to fine-tune your idea, prepare a launch plan, pitch to local investors and earn seed money to launch your new business or non-profit venture. You will meet legendary entrepreneurs get behind-the-scenes tours to successful businesses and make connections with your future A-team, community and industry leaders, and the media.

**All you have to do is enter your Get This!: 45-second video and cool business idea to have a chance to get this awesome business training and experience!**

**» [yeausa.org/get-this](http://yeausa.org/get-this)**

[FULL GET THIS! CONTEST RULES HERE.](#)

And the overall winner will also get an awesome, all-expense paid business trip of a lifetime to the 2020 Forbes Under 30 Business Summit! The trip will start with a flight from Rochester to Detroit on our partner and official airline of the Young Entrepreneurs Academy, Southwest Airlines. When you land, you'll be taken to a fantastic hotel to settle in. Over the span of four days, you will join the best young leaders, founders and creators for a life-changing four days of connecting, learning, and building. The 2020 Forbes Under 30 Summit is more an immersive experience than a static conference; a private music festival, A-list speakers, investor speed-pitching, industry-focused field trips, a world-famous food festival and a powerful day of community service. The future captains of technology, entertainment, finance, fashion, food and philanthropy are gathering in one place, and you will be there. October 4th-7th, 2020.