



**SUMMER  
SPRINGBOARD**  
Look Inward. Go Upward.

# Middle School Business Infosheet

New student admissions for  
Summer 2024 are open.



## Program Highlights

- Team up with new friends to create an exciting new business idea.
- Plan how to sell and market your cool products or services.
- Get ready to impress mentors and investors with your business plan.
- Have a blast presenting your project to a panel of experts in a friendly Shark Tank-style competition.



## 2024 Dates

### BERKELEY

- Session 1: July 07 - July 12
- Session 2: July 14 - July 19
- Session 4: July 28 - August 02

### GEORGETOWN

- Session 1: July 21 - July 26



## Academic Program Overview

Students in this program will become part of a new company they devise and will work in teams on various aspects of the new business. They will dive into the world of business and learn how companies work. Students will explore the secrets of making things, telling people about them, and selling them. They will get a chance to hear stories from entrepreneurs who have started small and made it big. The program culminates in a Shark Tank-style pitch presentation with industry veterans as their potential mock investors.



## Excursions

### **Berkeley**

Students will have the opportunity to engage with entrepreneurial and business veterans. During academic excursions, guest speakers will share their wealth of knowledge and encourage career exploration. Hands-on learning is experienced through visits to local big and small businesses. Outside of course specific studies the students will explore all the Bay Area and nearby Silicon Valley has to offer! With so much rich history, breathtaking sights, parks and famed landmarks at our fingertips there is something for everyone to discover!

### **Georgetown**

Students will have several exciting opportunities. They can meet with local businesses, explore innovative startup incubators and accelerators, and engage with current CEOs to gain valuable insights. Furthermore, in the previous year, students had a remarkable chance to visit a makerspace and receive expert guidance in the field.

# Instructors

## Berkeley - Dr. Dene' Starks-McGee

As a seasoned business consultant with over 15 years of experience, Dr. Dene' has helped numerous organizations of all sizes and industries achieve their goals by implementing effective strategies and processes. With a passion for innovation and a keen understanding of market dynamics, Dr. Dene' works closely with clients to identify their challenges, opportunities, and develops customized plans that maximize their potential for success.

## Georgetown - Kyle Bergman

Kyle is a graduate of NYU's MBA program and holds a bachelor's degree in psychology from Drexel University. Kyle's passion for entrepreneurship and sustainability led him to launch Swoveralls while pursuing his MBA at NYU Stern. Since then, he has been featured on Season 10 of Shark Tank. Swoveralls is a direct-to-consumer lifestyle brand dedicated to creating the world's comfiest apparel products from sustainably sourced materials. To learn more about Kyle, click [here](#).

# Tuition Information:

## Residential Students:

- Includes: all meals, lodging, excursions, Academic Course, and evening activities
- Excludes: optional airport pickup and drop off service (available for an additional fee)
- Price: \$2,898

## Commuter Students:

- Includes: lunch, academic course, excursions, programming from 9am to 6pm on Monday-Thursday and 9am to 2:30pm on Friday
- Excludes: lodging, breakfast, dinner, and evening activities
- Price: \$1,498

# Supplements:

- Application fee: \$99 (mandatory, non-refundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.



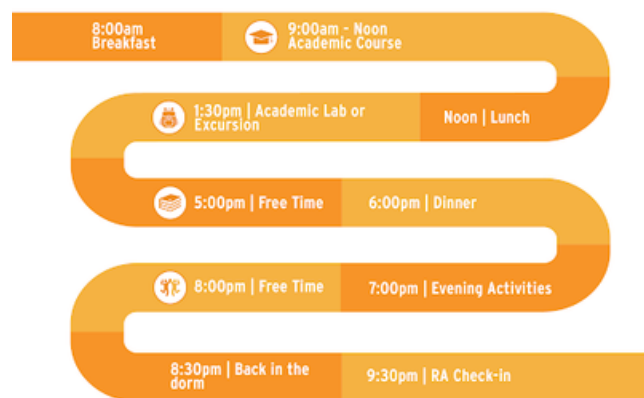
## Course Structure

There are five 3-hour class sessions over the one-week course. During the week, students have class from 9am-12pm, Monday - Friday (program check-out is 2:30 p.m. on Friday). Wednesday afternoon will be dedicated to additional academic time with possible excursions and/or guest speakers.

The Middle School programs operate separately from Summer Springboard high school programs with separate staff, accommodations, classes, and a more structured environment. For students completing grades 6-8.



## Typical Schedule



[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

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Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly which is run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.

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