



**FOUNDATIONAL LEADERSHIP &
ENTREPRENEUR X-PERIENCE**

Unleashing Potential

FLEX

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ENTREPRENEUR X-PERIENCE

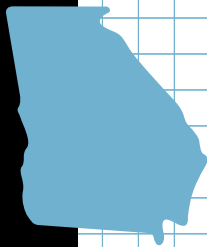
THE LIVE FINAL ROUND





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OUR MISSION

The goal of the Foundational Leadership and Entrepreneurship Experience, known as FLEX, is to create prosperity and revitalize rural communities through the creation of entrepreneurial ecosystems.

COMPETITION OVERVIEW

Round 1

Submit a
Business Plan

Student entrepreneurs form teams, referred to as companies, and submit a business plan application to be judged by a panel of local business leaders.

Round 2

Start Your
Business

The selected 10 companies will receive a small loan for seed money to get their business off the ground. They will then operate for 8 to 12 weeks, while participating in workshops and completing assignments that will provide tools to increase the success of their venture. At the end of this round, companies give a Shark Tank style business pitch to a panel of judges.

Round 3

Make Your
Pitch!

The top 3 companies continue operating their businesses and implementing feedback from the Round 2 judges for 5 weeks. They participate in extensive presentation training and then give their final pitch to a panel of judges and in front of friends, family, and peers.

AWARDS



First Place Student Owned Company

\$2,500 to \$5,000 in cash + awards and prizes



Second Place Student Owned Company

\$1,250 to \$3,000 in cash + awards and prizes



Third Place Student Owned Company

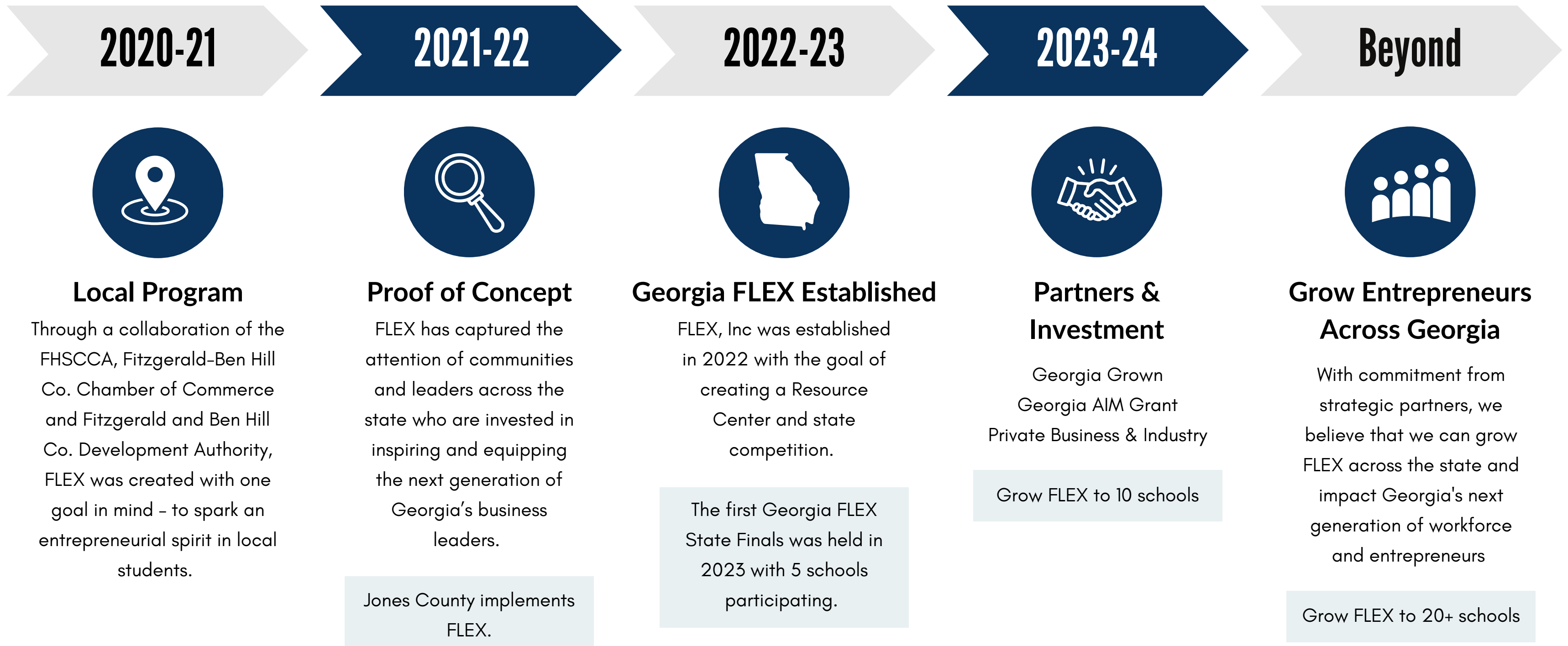
\$750 to \$1,500 in cash + awards and prizes

One of the distinctives of the FLEX Competition is the prize money for winning companies. This is a great motivator for students to enter the competition and work hard on their business. Prizes are awarded as cash.



DEVELOPMENT OF FLEX

A local competition that has grown to be a resource center for student entrepreneurship across the state.





STATE FINALS

FITZGERALD, GEORGIA



Thank you to our partners!



Georgia Department of Education, Georgia Association of Chamber of Commerce Executives, Georgia Economic Development Association

“Georgia needs more students to start their own businesses, to innovate, create, make and build the jobs of the future. Community leaders around the state are helping the next generation by supporting entrepreneurial programs like FLEX. I encourage you to engage and help us train the future business leaders of your community.”

Chris Clark, President & CEO Georgia Chamber of Commerce





+



The Georgia Grown Entrepreneur Program

2023-2024 FLEX COMMUNITIES

Ben Hill County
Bibb County
Candler County
Coffee County
Dougherty County

Evans County
Jones County
Lowndes County
Sumter County
Thomas County



COMPETITION



Magic



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MIND SET

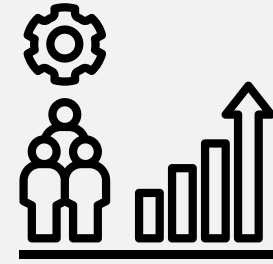
What was your first job?

What did that job teach you? Life lessons, skills, field experience, practical knowledge, etc.

FLEX provides solutions to Georgia's most critical workforce issues.

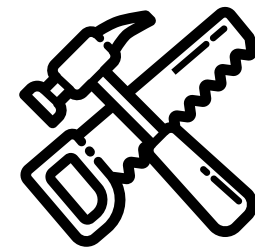


**Georgia Chamber Foundation Data*



Participation

4 jobs available for every one person



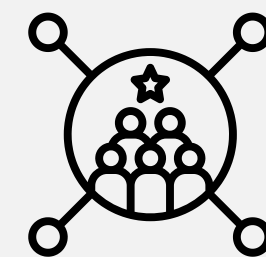
Skilled Professionals Demand

Increased demand for mechanics, construction workers, technicians, etc.



Preparedness

40% of students graduate with no work experience



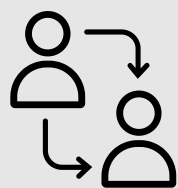
Talent Pipeline

Rural areas continue to lose their best and brightest students to metro areas



Workshops

Invite local business leaders to teach students about finances, customer service, marketing, etc



Mentors

Each company is paired with a local business who can share their experience and knowledge of business ownership



Networking

Student entrepreneurs join their local Chamber and begin to expand their networks

WHAT MAKES FLEX DIFFERENT?

Students start REAL business that sell REAL products & services for REAL money.

During the FLEX competition, students are invited into professional environments and exposed to the stories of relatable entrepreneurs, creating an "on-ramp" for their own entrepreneurial path.

Community partnerships can start and grow through FLEX as businesses are invited into the education system and the community rallies around student entrepreneurs.

LOCAL PROGRAM SUPPORT

- FLEX Implementation Workshop for teachers and team
- FLEX Handbook with complete FLEX Program
 - Application, Materials, etc
- Coaching calls & visits to equip school and community team
- Access to www.georgiaFLEX.org with resources and files for facilitators
- Assistance in planning workshops and securing judges
- Invitation for winner to participate in Georgia FLEX Finals



Georgia FLEX Finals

FLEX Schools host their own local competition and are then invited to compete at State Finals for the title of State FLEX Champion.



"FLEX has been a powerful experience for students to grow entrepreneurially, develop critical employability skills and learn about business from local business leaders, who served as mentors, investors, judges and workshop leaders. In Albany, FLEX ABY has sparked enthusiasm for business with our youth, fostered relationships and connections and provided a new level of relatability between the classroom and the business world. We're encouraged about the long-term impact of FLEX on student and community success, and are proud to be a participating community."

Bárbara Rivera Holmes, President & CEO
Albany Area Chamber of Commerce and
Albany Area Chamber Foundation



BROADER IMPACTS OF FLEX

Students

- Exposure and permission
- Impressive for resume
- Creates "stickiness"
- Builds confidence & pushes limits

Economic Development

- Homegrown businesses
- Increased overall entrepreneurship
- Workforce development



Community

- Increased optimism for future
- Action gives sense of control
- Teamwork makes the dream work!
- Feel good stories

Local Businesses

- Increased involvement in school
- Workforce pipeline
- Chamber opportunities
- Sponsorship Opportunities



STUDENT IMPACT STORIES

A+ Marketing
No Limit Outdoors
H&L Marketing
Cake it with Chloe
Brittnique Be Unique



Student entrepreneurs apply what they learn in class with their own gifts, talents, and interests.



H&L MARKETING



"FLEX has undoubtedly been the best experience I could have had. I've spent months being pushed to think creatively and network with others to grow this business, but the best part is that this is just the beginning. \$5,000 to help this vision of mine come to life, and I. Can't. Wait. THANK YOU, FLEX!"

Chloe Paulk, Owner of Cake it with Chloe
and 2022 FLEX Champion

CAKE IT WITH CHLOE



"I am so thankful for FLEX and how it has impacted my life. It helped me realize what path I wanted to take after high school. If I didn't do it, I don't know where I'd be right now."

MyKayla Whitehead, Owner of Brittinique
be Unique 2023 FLEX State Runner Up

BRITTINIQUE BE UNIQUE



IMPACT STATEMENT

The workforce crisis continues to grow and is felt most acutely in rural areas. FLEX has proven to be the most effective tool to create the next generation of Georgia's entrepreneurs and business leaders.



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Thank you!



Follow us on social media



www.georgiaFLEX.org