



AdCap is a program of...

GENYOUTH[®]
EXERCISE YOUR INFLUENCE™

AdVenture Capital

101

Presented by
AdCapYOUth.org

What?

AdCap is an innovative **GENYOUTH** program that helps students bring their **BIG** ideas to life. AdCap inspires, empowers and motivates **creative, curious** and **bold** student entrepreneurs to design Projects that will make a difference in school and community health and wellness by teaching entrepreneurial skills and offering support through funding, mentors and experiences.

AdCap empowers students to think and act like entrepreneurs as they use the online Project Designer to develop and execute their Project ideas. AdCap provides tools and resources to help turn students' ideas into lasting, meaningful change for their community and peers.

Who?

Students 13–17 years
of age.

When?

Now! Students can visit
AdCapYOUth.org at any time
to **explore** and **register** to
begin their **Projects!**

Where?

AdCapYOUth.org OR at
an in-person event. **Visit
the website to find an
event near you!**

How?

Step 1 – Students identify a challenge in their school or community about health and wellness and use the Inspiration Gallery and Project Showcase online to get ideas about how they can help solve this issue.

Step 2 – Students complete and submit a Project Design that explains their solution to this issue and how they're going to create an impact.

Step 3 – Students can apply for support from AdCap:

- **Funding** – Students can win a grant for their BIG ideas.
- **Mentors** – Students have the opportunity to connect with a mentor from one of our partner organizations.
- **Experiences** – Students can engage with entrepreneurs, celebrities, business executives and more!

Why?

Students will:

- Learn **entrepreneurial** and **leadership skills** along with perseverance, empathy, and personal growth.
- Create **long-lasting, substantial** and **positive changes** in their school and community.
- Be eligible for **funding** to continue their Projects through to completion.

Sponsored by...



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