

A KENTUCKY PUBLIC BENEFIT NONPROFIT CORPORATION

# Winchester-Clark County, KY Entrepreneurial Academy

Free, real-world entrepreneurship education for Clark County teenagers.

## THE PROBLEM

Clark County has a poverty rate around 13% and unemployment around 4%. Per capita income runs about 65% of the national average. Young people leave because they can't picture an economic future here — and once they leave, they don't come back. Entrepreneurship education exists, but usually only for families who can pay for it.

## OUR MISSION

WCEA provides free, real-world entrepreneurship education to Clark County teenagers ages 13 to 18 — building economic confidence, practical business skills, and a reason to build their futures here. Every program is free to every student, regardless of family income. That promise does not change.

## PROGRAMS WE OFFER

### Launch Lab

*Flagship program · Starting September 2026*

- 9 sessions · ages 13–18 · free, permanently
- Students build a real business from scratch
- Session 7: Soft Launch Event — real customers, real sales
- Session 9: Pitch Night — real judges, \$250 seed prize

### The Academy

*Coming Year 2 · Launching 2027*

- 10-month, 48-session advanced program
- For Launch Lab graduates ready to go deeper
- Full business model, financial projections, revenue strategy
- Guided by mentors from the Clark County business community

## WHY THIS MODEL WORKS

- Real, not simulated — students build actual businesses with real customers and real money.
- Community coaches — Clark County business professionals sit in the room every session. Knowing a real entrepreneur is the single biggest factor in whether a young person pursues entrepreneurship.
- Free forever — a family's income determines nothing about their teenager's access. Not a Year 1 promotion. Permanent.
- Clark County specific — built for this community, funded by this community, designed to produce entrepreneurs who stay and build here.

## HOW YOU CAN BE PART OF THIS

- Become a coach — sit in the room, share what you know, change a life.
- Join the Founding 100 — \$100 minimum, 100 spots, closes permanently.
- Sponsor a session, an event, or the full program.
- Tell a Clark County teenager about Launch Lab.

*“Not a simulation. Not a class. Real world business.”*

Applications open now · [john.chaney1970@icloud.com](mailto:john.chaney1970@icloud.com) · <https://gofund.me/ee04775d9>