

Winchester-Clark County, KY Entrepreneurial Academy

# WCEA

*"Not a simulation. Not a class. Real world business."*

June 2026

## Dear Clark County Business Leader,

My name is John Chaney. I am a Clark County resident and the founder and Executive Director of the Winchester-Clark County, KY Entrepreneurial Academy — a new nonprofit organization launching this fall right here in Winchester.

I am writing to ask you to be part of something we are calling the Founding 100.

### What We Are Building

The WCEA is a free entrepreneurship program for Clark County teenagers ages 13 to 18. Nine sessions. Real businesses built from scratch. Real customers. Real sales. A public Soft Launch Event where students sell to the Clark County community for the first time. Pitch Night with real judges and a \$250 seed prize for the winner. Zero cost to every student. Permanently.

The program is free because Clark County chooses to fund it. Every dollar raised through the Founding 100 goes directly to keeping Launch Lab free for every Clark County teenager who walks through the door this fall and every fall after that.

### Why Clark County Needs This

Clark County has a poverty rate around 13% and unemployment around 4%. Young people leave because they cannot picture an economic future here. That is not inevitable — it is an access problem.

**The teenager who builds a real business at 14 is the employer who stays at 30.**

### What Students Walk Away With

- A real business they built themselves
- Real paying customers in Clark County
- Business and financial literacy skills
- Professional mentorship from local business leaders
- A reason to build their future here

## The Founding 100 — What We Are Asking

The Founding 100 is exactly what it sounds like. One hundred Clark County people and businesses who get in at the very beginning. The first one hundred who say they believe in this program and want to be part of the founding story.

It is \$100 minimum. That is it. When the list hits 100 it closes permanently. It never reopens. The Founding 100 are the Founding 100 forever.

### As a Founding Member your business would receive:

- Permanent recognition on the WCEA Founders Banner displayed at every program event
- Business logo on all WCEA marketing materials as a Founding Sponsor
- VIP front row seating at every Pitch Night — reserved before the general public
- First access to the Soft Launch Event where students sell to Clark County for the very first time
- Recognition in the First-Dollar Honor Roll when a student makes their very first sale
- Annual Founders Roundtable — a direct conversation with WCEA leadership on program outcomes
- Quarterly Impact Briefings — regular updates on what your investment is producing in Clark County

### This is not a donation with perks attached.

This is a chance to be permanently woven into the founding story of a program that is going to change what Clark County teenagers believe is possible for their future here. The WCEA is built in Winchester, by a Clark County person, for Clark County teenagers. It should be founded by Clark County businesses.

I would welcome a five-minute conversation with you about the WCEA and the Founding 100. Or if you are ready to get on the list simply reply to this letter or reach out directly. I answer every message personally.

Thank you for everything you do for Clark County. I look forward to hearing from you.

Sincerely,

**John Chaney**

Founder and Executive Director  
Winchester-Clark County, KY Entrepreneurial Academy  
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<p><b>\$0</b> Cost to every student. Forever.</p>	<p><b>100</b> Founding Members. List closes forever.</p>	<p><b>\$100</b> Minimum. To be part of it from day one.</p>
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