



An entrepreneurship class offered at the Mt. Blue High School campus provided the next generation of business owners with some experience in marketing this month, bringing together local educators, businesses and representatives from the Small Business Administration and its resource partners.

Commercial Arts teacher Charlie Fontaine worked with the Small Business Administration and Coastal Enterprises to provide students with a brief introduction into the development, marketing and presentation of products. Students worked with tools available on the SBA's website, <http://www.sba.gov/content/young-entrepreneurs>, to write business plans and learn about financing for their ideas. The students were broken up into groups, and then developed products ranging from customizable headphones to a smartphone app that picks outfits. The groups developed sales pitches for their products and then made their presentations to a panel of four judges at the Mount Blue High School presentation forum. The judges used a checklist of ten items, such as a clear mission and a clearly defined target market for the product, to select the winner.

Sandra Fontaine, Economic Development Specialist, with the Maine District Office of the SBA, and Betty Gensel, Business Counselor, with Coastal Enterprises, assisted in developing the program.

