

Background:

What inspired you to start your business? Tell us about your inspiration, your idea and how it became a reality.

I recognize how fortunate I am to have a roof over my head, three meals a day and even travel a bit. Many teens are not as fortunate and this makes me sad. I decided to start a “give back” business dedicated to raising awareness on teen homelessness with the commitment to donate a minimum of 10% of the profits earned. I worked three jobs over the summer to raise funds to start my business.

Overview:

Describe your business. For example, describe your product / service, purpose / goals, features / benefits, unique selling point. How do you market or promote your business?

I've partnered with local artists to create urban designs that printed locally utilizing ethically sourced t-shirts and sweatshirts. With each item sold, money is donated to Avenues for Youth, a nearby homeless shelter for teens. I certainly hope to do more as I expand my business, but at least this is a start. I have hopes of world where all teens feel safe and have a roof over their heads.

Personal Qualities:

Tell us about yourself and how you make your business succeed. Demonstrate your ability to make your business succeed; your skills and strengths; your drive and motivation. How do you demonstrate commitment, vision, and calculated risk-taking? Give examples of any successes, achievements or obstacles overcome.

Despite being a new business with a young owner, I have been able to secure a working relationship with a local store and even participated in a holiday pop-up shop. I have begun working to secure more retail partners and am in the process of applying to be in several summer festivals. I have started this business all while still working part-time and going to school. I have learned how to balance work and school life.

The Future:

What are your future goals and vision for your business? How do you propose to develop your business? What are your goals and vision in terms of market share, product range, recruitment and employment and how are you going to make this happen?

My future goals include expanding my apparel line; growing my retail partners; increasing my online presence. Additionally, I hope to provide employment opportunities as I secure more festival locations. I plan to secure these contacts by the end of the school year.