### Lemon-Aid Stand

**Need:**
- To educate elementary school students on the fundamentals of entrepreneurship, financial literacy, hygiene while giving back to their community.

**Action:**
- Built a lemonade stand while communicating the principles of entrepreneurship.
- SIFE team developed a curriculum including finance, marketing, and even hygiene.
- Developed program to be used by the Coastal Carolina Regional Boy Scouts
- Designed Cub Scout Patch and Web Site to be used by den leaders

**Results/Impact:**
- 53 elementary school children gained an understanding of entrepreneurship and the importance of donating to a charity.
- Over $580 generated for community project/organizations.

**Next Step:**
- Launch web site for the Cub Scout Program in fall

### Cougar Credit Seminar

**Need:**
- To educate students on the importance of understanding their credit.

**Action:**
- Our SIFE team partnered with First Citizens Bank by taking the mystery out of understanding credit.
- Specifically targeting freshmen and seniors, the workshops focused on how to avoid credit traps, maintaining good credit, repairing bad credit and budget planning.

**Results/Impact:**
- Team provided credit counseling workshop to over 280 students plus their parents.

**Next Step:**
- Part of the 2011 summer freshmen orientation.
- Design a parent budgeting module with our partner, First Citizens Bank.

### Youth Business Plan

**Need:**
- To expose middle and high school students to the business planning process including testing their presentation skills.

**Action:**
- Taught middle and high school students how to make a professional business presentation to a panel of business executives.
- Students were critiqued on the feasibility of their business idea, presentation style and content of their plan.
- Winning students received $100 seed money for top business plan presentations.

**Results/Impact:**
- 28 applicants, 12 business plan selected for competition.

**Next Step:**
- Hold state wide forum and business plan competition in partnership with Junior Achievement

### Cougar Apprentice Prg.

**Need:**
- To create an opportunity for middle school and high school students to apply for a job, acquire retail skills, and receive on job feedback.

**Action:**
- Program has been designed including online application, staff training, and evaluation forms.
- 5 High school students have participated in the soft launch of our training program
- 100% of Participants said they will pursue going to college after their experience

**Results/Impact:**
- Offer training program twice a week starting in August to accommodate 100 students

### Technology for Africa II

**Need:**
- Economic development in Cameroon Africa, bringing local faces to global places, through education and technology access

**Action:**
- 5 students and 1 Advisor raised over $54,000 to bring technology to Cameroon
- Students brought 3 SMARTboards, medical and school supplies, an ultrasound machine, and 11 laptops.

**Results/Impact:**
- 284 college students participated in entrepreneurship and business ethics seminars
- Implemented a medical equipment training program for Ultrasound machine
- Provided school supplies to 148 elementary school children to encourage educational attainment
- University adopted entrepreneurship curriculum (after we provided materials and content) for masters students

**Next Step:**
- On going bagging campaign and build planned

### King Street Goes Green

**Need:**
- Build awareness about recycling and improve the environment

**Action:**
- SIFE members prepared 200 bags of oyster shells for bed replenishment
- Team traveled low country waterways and rebuilt oyster beds (300 bags)
- Added 1,125,000 daily gallon filtration capacity to Charleston area

**Next Step:**
- On going bagging campaign and build planned

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**Judging Criteria Legend**
- **1** Empowerment
- **2** Entrepreneurship
- **3** Environmental
- **4** Quality of Life
- **5** Sustainability
The College of Charleston SIFE team has been managing the Cougar Undergraduate Business Enterprises (CUBE) our student managed business located on the first floor of the business school. We offer printing and copying services as well as a healthy and diverse selection of snacks and beverages. CUBE is providing much needed cash flow for the SIFE team in light of recent budget cuts to put towards its many other educational outreach projects. We have increased our profit margin to 57% (40% last year) and increased sales to $10,617 for the year (12% increase) over last year.

**Judging Criteria** 1 2 4

### Team Project Summary

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Status</th>
<th>Target Group</th>
<th># SIFE Members</th>
<th>Hours</th>
<th>Direct Impact</th>
<th>Gross Impressions</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lemon-AID Stand</td>
<td>L, O</td>
<td>Elementary Students</td>
<td>25</td>
<td>81</td>
<td>53</td>
<td>66</td>
<td>3</td>
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<tr>
<td>Enterprise Forum</td>
<td>N, CP</td>
<td>High School &amp; College Students</td>
<td>7</td>
<td>40</td>
<td>74</td>
<td>81</td>
<td>1</td>
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<tr>
<td>Cougar Credit Counseling</td>
<td>L, CP</td>
<td>High School &amp; College Students</td>
<td>5</td>
<td>60</td>
<td>338</td>
<td>488</td>
<td>15</td>
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<tr>
<td>Business Plan Competition</td>
<td>L, O</td>
<td>Middle &amp; High School Students</td>
<td>6</td>
<td>20</td>
<td>28</td>
<td>28</td>
<td>1</td>
</tr>
<tr>
<td>Cougar Apprentice Program</td>
<td>N, O</td>
<td>High School Students</td>
<td>6</td>
<td>52</td>
<td>5</td>
<td>11,794</td>
<td>3</td>
</tr>
<tr>
<td>Technology For Africa II</td>
<td>L, CP</td>
<td>Elementary and College Students</td>
<td>20</td>
<td>488</td>
<td>563</td>
<td>303,549</td>
<td>3</td>
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<tr>
<td>King Street Goes Green</td>
<td>L, O</td>
<td>Small Business/Local Community</td>
<td>14</td>
<td>31</td>
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<td>CUBE (Student Managed Business)</td>
<td>L, O</td>
<td>University Community</td>
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<td>615</td>
<td>18</td>
<td>N/A</td>
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<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>101</td>
<td>1,387</td>
<td>1,079</td>
<td>316,006</td>
<td>28</td>
</tr>
</tbody>
</table>

**Project Status:** N = New Project; L = Legacy Project; CP = Completed Project; O = Ongoing Project

### 2010-2011 Team Financials

- **Operating Income:** $10,617
  - Sponsorship: $2,286
  - CUBE: $400

- **Operating Expenses:** $3,584
  - Business Plan Competition: $1,322
  - Technical Competitions: $265
  - Regional Competition: $400
  - National Competition: $2,000

- **Technology for Africa Special Project:**
  - Sponsorship: $24,500
  - National Competition: $18,031
  - Regional Competition: $2,000
  - National Business: $9,000

### Team Sustainability

CUBE’s mission is “To provide students of the College of Charleston with a convenient location to print, copy and purchase goods at affordable prices.”

### Technology for Africa

The process of taking ideas and turning them into progress

- **Judging Criteria** 1 2 4

### 2010-2011 Team Financials

- **Team Members:** 58
- **Team Hours:** 1,387
- **Types of Projects:** 8
- **Gross Impressions:** 316,006
- **Business Advisory Board Members:** 12

### C of C - SIFE Business Advisory Board

- Nick Gavalas, Gavalas and Associates
- Sarah Ahl, Walgreens
- Greg Ley, Wal-Mart
- Kathy Cullinan, Mohawk Group

### Operating Income

- Sponsorship: $2,286
- CUBE: $400

### Operating Expenses

- Business Plan Competition: $1,322
- Technical Competitions: $265
- Regional Competition: $400
- National Competition: $2,000

### Technology for Africa Special Project

- Sponsorship: $24,500
- National Competition: $18,031
- Regional Competition: $2,000
- National Business: $9,000

### Judge’s Notes

- **Dr. David Desplaces**
  - Assistant Professor of Global Commerce
  - Sam Walton Fellow since 2003

- **Katie Hughes**
  - William Sonoma
  - Booze Allen Hamilton
  - CVS

- **Richard Krenmayer**
  - Stasmayer, Inc.
  - Finishing
  - Jarred Overcash, First Citizens Bank
  - Chad Vall, Junior Achievement of Coastal SC

- **Holland Williams**
  - Director of Career Placement
  - Sam Walton Fellow since 2010