



Young Entrepreneur Market FAQ

Below are some of the frequently asked questions about YEM. You can find more information on our website at www.youngentrepreneurinstitute.org.

What is the Young Entrepreneur Market (YEM)?

YEM is a program of the Young Entrepreneur Institute (YEI) at University School. At YEI, we believe that every child should understand and experience entrepreneurship. YEM offers student entrepreneurs an opportunity to sell at a market and practice the skills of product development, pricing, pitching, and customer interaction.

Who can participate?

Any Northeast Ohio student in elementary, middle, or high school who is interested in entrepreneurship can participate. YEI reaches the students through the entrepreneurship teachers and educators at public and private schools, as well as at after school clubs and organizations.

How much does it cost?

Thanks to generous foundation support, YEM is free to the students and the schools/organizations. Student businesses are able to keep the profit they make at the market.

When and where are markets scheduled?

YEM partners with ongoing markets (such as farmers markets) and community events (such as holiday bazaars and expos) where student businesses can set up. Most of these markets take place on the weekends or in the evenings and have larger traffic. YEM also has a few venue partners (such as libraries and locally owned businesses) where a small group of students can set up during the day. Many schools organize a school-based marketplace where they take advantage of a school event.

How do I sign up?

Ongoing market locations and dates are listed on our website at www.youngentrepreneurmarket.org. Please check for an available date and fill out the online registration form also located on the website. If you have not participated in YEM before, we encourage you to call us for a brief discussion to determine the best market location for your students. Please stay in touch with YEI through social media to learn about special market opportunities.

What kind of help is provided?

YEM covers the booth fees at public events and markets and acts as a vendor on an ongoing basis. YEM also offers educational materials and a workshop to help educators prepare the students for the market. Financial aid to secure transportation to the market location and to prepare inventory can be requested. Minors at the market need to be supervised but we do not provide chaperones.