

CARBONDALE TECHNOLOGY TRANSFER CENTER



Entrepreneurship Academy

The CTTC Entrepreneurship Academy seeks to expose local high school students (primarily sophomores, juniors, and seniors) in the Carbondale Area, Forest City Regional, and Western Wayne School Districts to the concept of entrepreneurship and its supporting characteristics, including leadership, marketing, effective business practices, and a spirit of independent thinking. Students participating in the program are educated through classroom instruction along with hands on learning through the completion of a project in conjunction with a local business. Expansion plans call for bringing this program to other local districts in Lackawanna, Susquehanna, and Wayne counties.

The Entrepreneurship Academy consists of two major components: Entrepreneurial Education and Entrepreneurial Experiences. In the Entrepreneurial Education series, local business leaders teach sessions on core business topics that are valuable to Entrepreneurs. In past sessions, students have learned about a variety of topics, including start-up funding, marketing, and philanthropy. Past presenters have included representatives from the NEPA Alliance, Ben Franklin Technology Partners, the William G. McGowan Charitable Fund, the University of Scranton, and numerous local businesses and organizations.

In the Entrepreneurial Experience, students work with a local business to develop a solution to a project or issue facing their company. Students get the opportunity to develop the skills they learn in Entrepreneurial Education sessions and formally present their proposed solutions to representatives of the company in a business presentation environment. In past sessions, students have worked with Dunkin' Donuts to create an employee recruitment and retention program for their franchisees to implement; and with the Scranton Wilkes-Barre Rail Riders on a comprehensive program to market the ballclub to students in the 13-18 year old demographic and develop new ballpark experiences to appeal to the same age group. In the past, we have also worked with NEP Telephone, Adams Cable, the United Way of Lackawanna and Wayne Counties, and Zazzera's Food Market on projects.

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