



LAUNCHUP!

WHERE YOUNG MINDS TAKE OFF



Career Development Project

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7522 Kennedy Rd, Markham, ON, L3R 9S5

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I. EXECUTIVE SUMMARY

A. INITIATING

Entrepreneurship is a key driver of economic growth, innovation, and community development, creating new products, services, and jobs. Demand for entrepreneurship is also clearly strong. In the United States, studies found that **62% of adults** would prefer to be their own boss rather than work for someone else, showing that entrepreneurial pathways are highly appealing.

However, high interest does not always translate into participation. Our primary community survey revealed a **clear gap** between student interest and student action. While **81.5%** of students reported being interested in entrepreneurship, involvement remains low: **70.4%** said they had not participated in entrepreneurial clubs, programs, or competitions, and **68%** had never started or helped run a small business or side hustle. These findings show that although entrepreneurship is appealing, many students still lack the exposure, experience, and accessible entry points needed to pursue it in practice.

In response, we created **LaunchUp!**, a youth entrepreneurship campaign designed to elevate students into action through raising awareness, direct skill-building events, and mentorship. Our mission is to empower students in grades 6-12 to develop creativity, confidence, and leadership through direct and community engagement. To ensure consistency and focus on our mission across initiatives, we used the **L.A.U.N.C.H** framework as our guiding model.



Launch



Accelerate



Upskill



Network



Compete



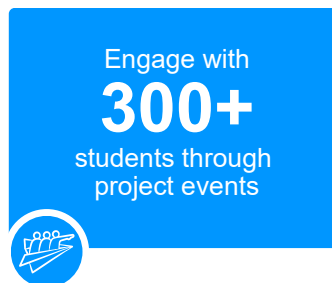
Hand-off

MISSION STATEMENT

LaunchUp! aims to empower students to explore entrepreneurship through building creativity, confidence, and leadership skills for impact in a changing world.

B. PLANNING AND ORGANIZING

To quantitatively evaluate our impact, we created **4 main project goals** to reach across our campaign.

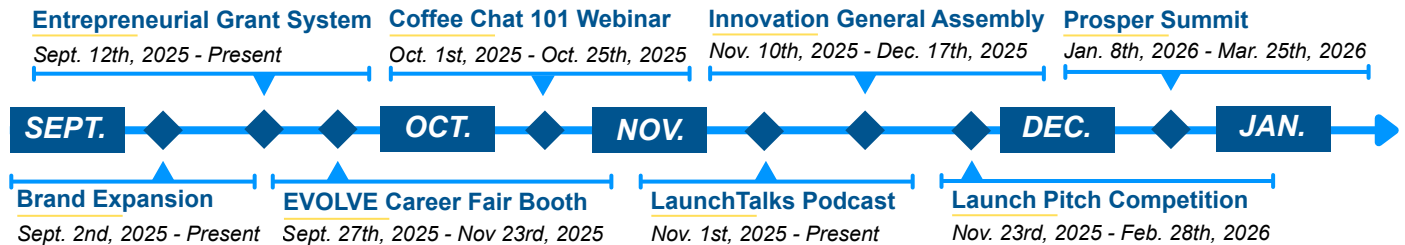


Furthermore, an effective human resource plan was developed. We employed **project management tools** such as **Gantt Charts** to track overall campaign progress, **Slack** for efficient communication, and **Notion** to track task completion deadlines and progress. A department structure was created to organize task delegation, allowing the team to efficiently plan multiple initiatives in parallel. Finally, a **risk management plan** was devised to prevent possible challenges from interfering with the project outcome.

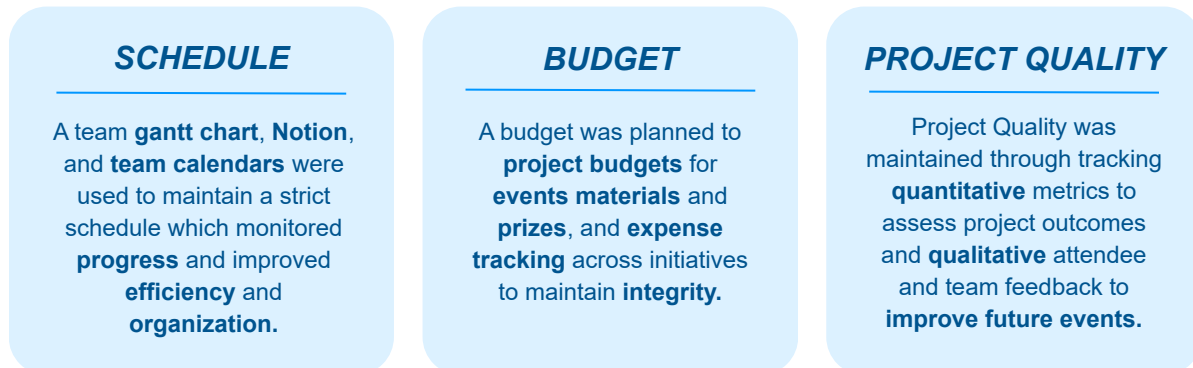
To focus **LaunchUp!**'s efforts, the project focused on creating change across three impact channels: **Youth, Community, and World**.



C. EXECUTION

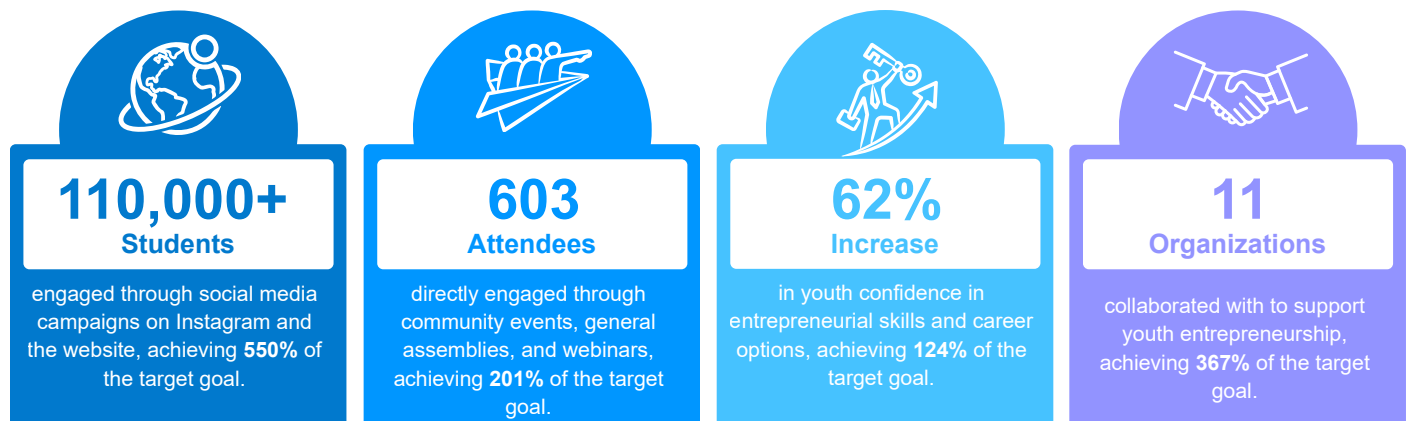


D. MONITORING AND CONTROLLING



E. EVALUATION OF RESULTS

To evaluate our success, we reflected on our initial campaign goals, compared it to quantifiable metrics, and assessed our effectiveness in reaching our three impact channels: **Youth**, **Community**, and **World**,



F. FUTURE PROJECTS



LaunchUp! is committed to sparking entrepreneurial growth within youth in our society. Through a combination of in-person and online events, **LaunchUp!** aims to continue to create impact through the **Youth**, **Community**, and **World** impact channels.



II. INITIATING

A. STATEMENT OF THE PROBLEM

Entrepreneurship is a key driver of economic growth and innovation, translating ideas into new products, services, and jobs. In the United States, interest in entrepreneurship is clearly strong, with a 2024 Shopify-Gallup study finding that **62% of U.S. adults** would **prefer to be their own boss** rather than work for someone else.

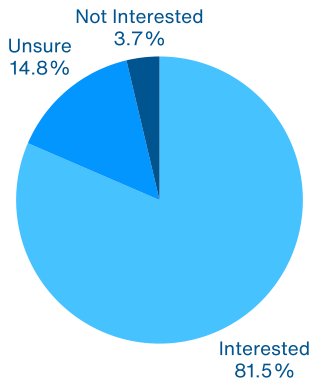


Figure 1: Community Interest in Entrepreneurship (n=278)

However, this interest is not always converted into action. The same study found that many aspiring entrepreneurs face major barriers, **including lack of funding (60%), concerns about personal financial risk (50%), and the need to learn more about starting or managing a business (33%)**. In school communities, entrepreneurship learning is optional rather than embedded. This gap is reinforced by the broader U.S. education system. Entrepreneurship-related learning is often delivered through **career and technical education (CTE)** rather than through the core curriculum, meaning exposure depends heavily on school offerings rather than integrated access (National Center for Educational Statistics).

LaunchUp!'s community surveying further shows this gap, with **81.5%** of students **interested in entrepreneurship**, yet **68%** have **never started** or helped run a small business/side hustle, and **70.4%** have **never participated in business clubs, programs, or competitions** (LaunchUp! survey, 2025, n=[278]). Together, these findings point to a problem of conversion: students are interested, but lack the mentorship and accessible entry points to catalyze their interests.

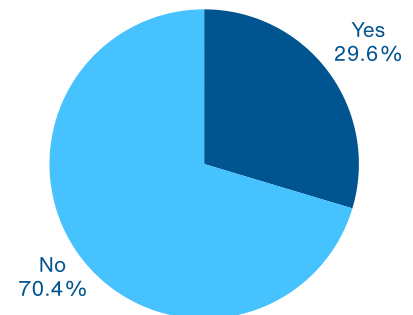


Figure 2: Community Involvement in Entrepreneurial clubs, programs, activities, etc. (n=278)

MISSION STATEMENT

LaunchUp! aims to empower students to explore entrepreneurship through building creativity, confidence, and leadership skills for impact in a changing world.

B. PROJECT SCOPE

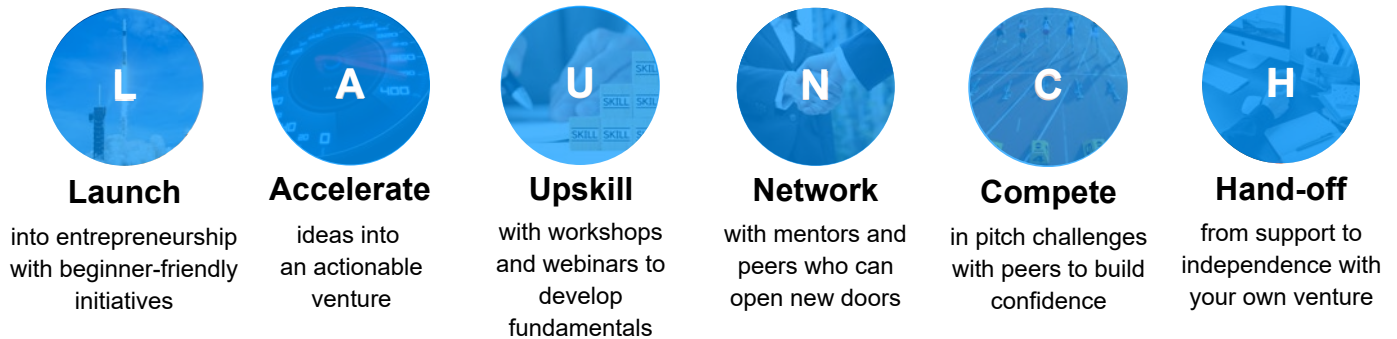
LaunchUp! was founded to close the gap between curiosity and action by providing low-barrier pathways for students to explore entrepreneurship in a supported way. The campaign focuses on giving youth repeated opportunities to develop entrepreneurial skills: ideation, communication, teamwork, and pitching, while showcasing success stories and real examples that make entrepreneurship feel achievable.

CAMPAIGN SLOGAN

“Where Young Minds Take Off”

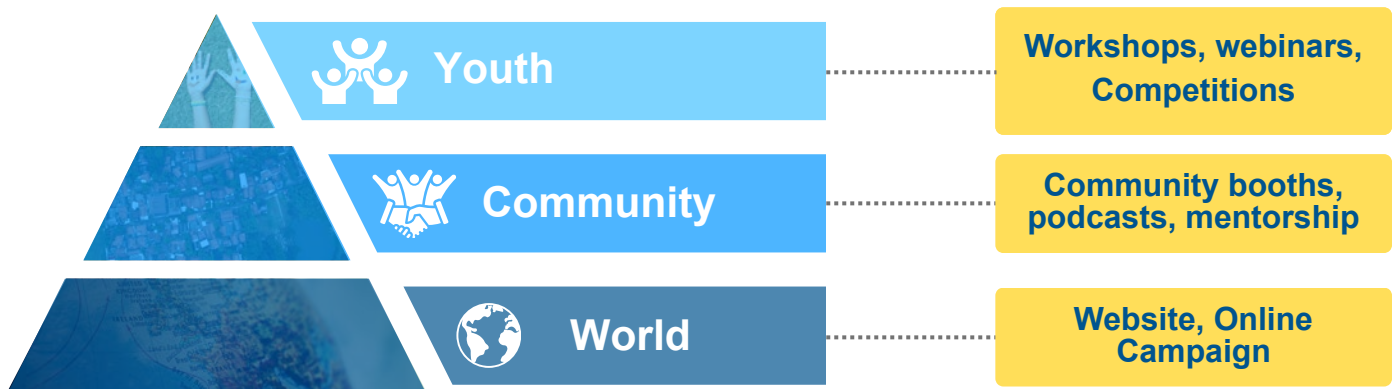


To reinforce the campaign's purpose of catalyzing youth entrepreneurship, the name **LaunchUp!** aligns with our slogan by providing students the right tools to enter the world of entrepreneurship and lift their ideas into action. To ensure consistency across all initiatives, the **L.A.U.N.C.H** framework serves as the campaign's guiding pillars and outcomes:



LaunchUp!'s primary target audience is students in **grades 6-12**, with initiatives designed to meet learners at different stages. **Middle school students** benefit from early exposure and foundational skills in entrepreneurship, while **high school students** are more prepared for deeper development, mentorship, and opportunities to launch their ideas. This audience was selected because it targets the years when students are building their interests and choosing what to pursue, making the campaign's impact especially effective.

To address both target segments, there will be a focus on three impact channels: **Youth, Community, and World**, with a combination of in-person and online events. The **Youth channel** provides direct skill-building through workshops, webinars, and hands-on learning designed to help students take their first steps. The **Community channel** expands support by connecting youth to mentors, presenting founder stories, engaging families through community initiatives, and working with other community organizations to inspire youth entrepreneurship. Finally, the **World channel** scales access through our website and online campaigns, ensuring students can engage with resources and opportunities regardless of when and where.

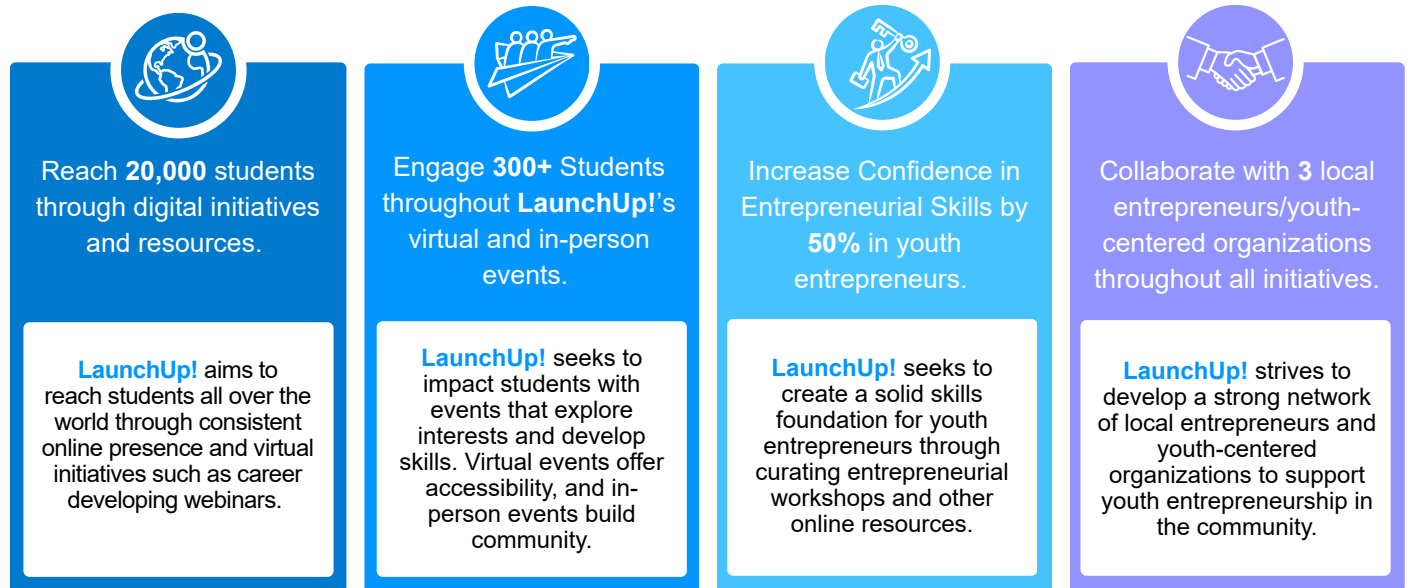


Expected benefits of this campaign include **stronger youth engagement in entrepreneurship**, **development of foundational skills** used in real ventures, and improved access to mentors, like-minded peers, and success stories that make entrepreneurship feel accessible. TD reports that **"77% of respondents would feel more confident with a trusted small business advisor or mentor"**, reinforcing the importance of mentor guidance (Tanouye, J., 2025). Ultimately, **LaunchUp!** acts as a bridge between interest and action by providing students the opportunities, support, and confidence to take off.



III. PLANNING AND ORGANIZING

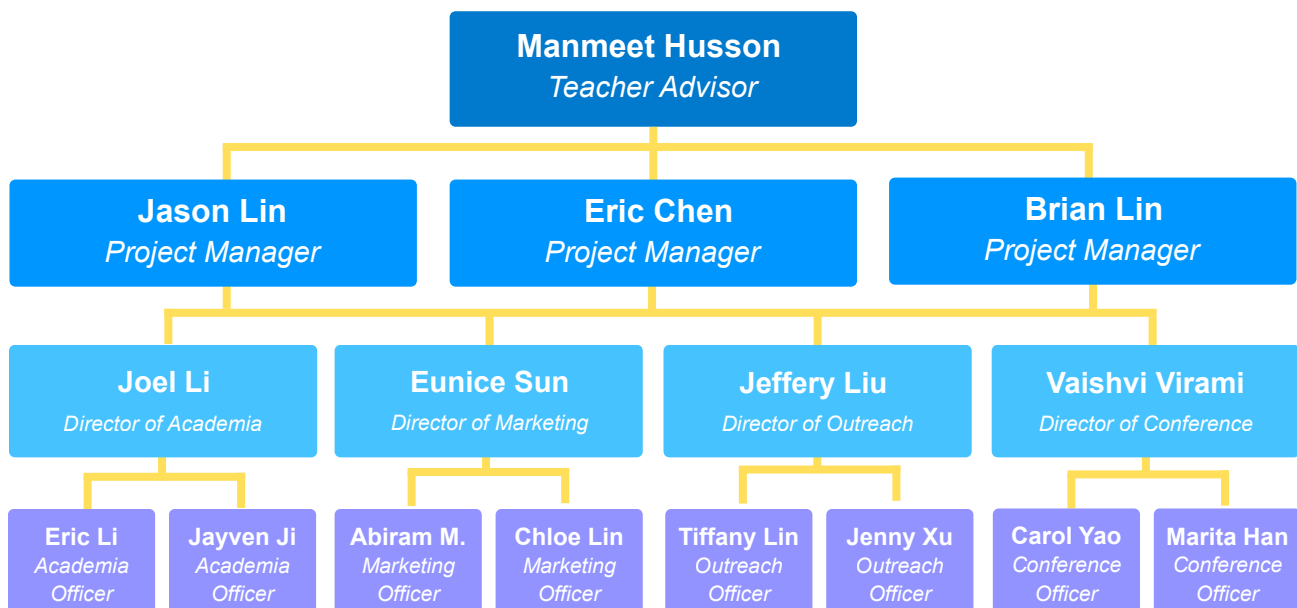
A. PROJECT GOALS



B. HUMAN RESOURCE MANAGEMENT PLAN

LaunchUp!'s human resource management plan was designed to ensure effective coordination across all initiatives. Our team is organized into specialized departments led by directors and supported by officers, creating clear responsibilities and streamlined communication. **Academia** develops activities, presentations, and resources to keep initiatives aligned with LaunchUp!'s entrepreneurial goals. **Marketing** manages branding, promotional content, and digital outreach. **Outreach** builds relationships with sponsors, partners, speakers, and schools, while **Conference** handles internal event logistics such as registration, scheduling, materials, and on-site coordination. To build a strong team, we used a formal application and selection process to recruit individuals whose skills and experiences aligned with LaunchUp!'s needs. Collaboration was maintained through regular meetings, structured task planning in **Notion**, and timely communication on **Slack**.

EXECUTIVE TEAM FLOWCHART





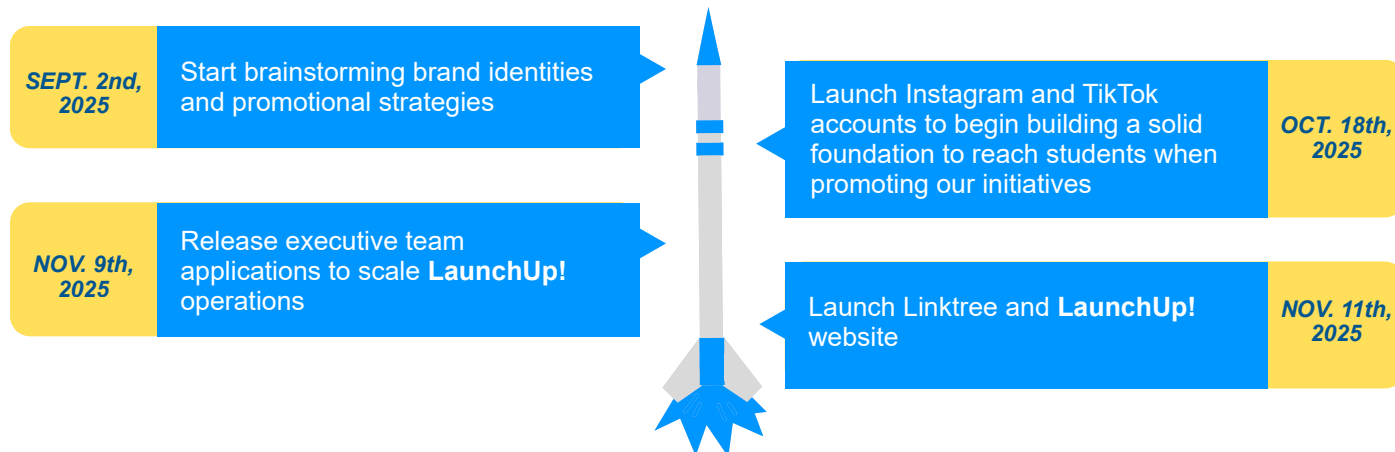
NAME AND ROLE	RESPONSIBILITIES	SKILLS & STRENGTHS
Manmeet Husson <i>Teacher Advisor</i>	- Teacher supervisor for event - Liaises with school administration - Provides oversight for all project activities	IB Economics coordinator, advisor for student-led organizations, and 20+ years of teaching experience.
Jason Lin Eric Chen Brian Lin <i>Project Manager</i>	- Directs, oversees, and monitors all project activities - Coordinates task execution, executive team meetings and monitors project progress	Extensive leadership and organizational strength and has plenty of prior experiences in event planning and delivery.
Joel Li <i>Director of Academia</i>	- Creates resources - Outlines presentations and activities for conferences and events - Oversees the Academia team	Strong organizational ability, built through experience coordinating virtual initiatives and academic communication at Target Alpha.
Eunice Sun <i>Director of Marketing</i>	- Plans and curates social media content - Develops marketing campaigns across all initiatives - Oversees the Marketing team	Exhibits creativity , and effective planning and coordination skills . Extremely equipped with experience in photography and graphic design.
Jeffery Liu <i>Director of Outreach</i>	- Maintains communication with teachers and school administration - Secures in-kind and financial sponsorships - Oversees the Outreach team	Strong communication with substantial experience securing sponsorships developed through experience with student organizations.
Vaishvi Virami <i>Director of Conference</i>	- Leads all event logistics - Drafts initiative outlines, timelines, and schedules - Oversees the Conference team	Highly organized and detail-oriented individual, with strong planning skills developed through executive experience at school clubs.
Jayven Ji Eric Li <i>Academia Officer</i>	- Organizes resources - Designs and delivers presentations and activities for conferences and events	Previous experience curating notes and academic materials for in-school initiatives and teachers.
Abiram Mathisekaran Chloe Lin <i>Marketing Officer</i>	- Designs promotional graphics for social media and outreach - Implements strategies to increase engagement and growth	Marketing executive at many school clubs and has exhibited graphic design proficiency from previously using Adobe Illustrator and Photoshop .
Tiffany Lin Jenny Xu <i>Outreach Officer</i>	- Reaches out to potential sponsors and partners - Find industry professionals as speakers for events	Skilled in networking , communication and relationship management.
Carol Xin Yao Marita Han <i>Conference Officer</i>	- Delivers presentations and activities for conferences and events - Manages attendee registration, check-ins, and attendance tracking	Background in event planning with proven collaboration and creative thinking demonstrated through planning for other initiatives.



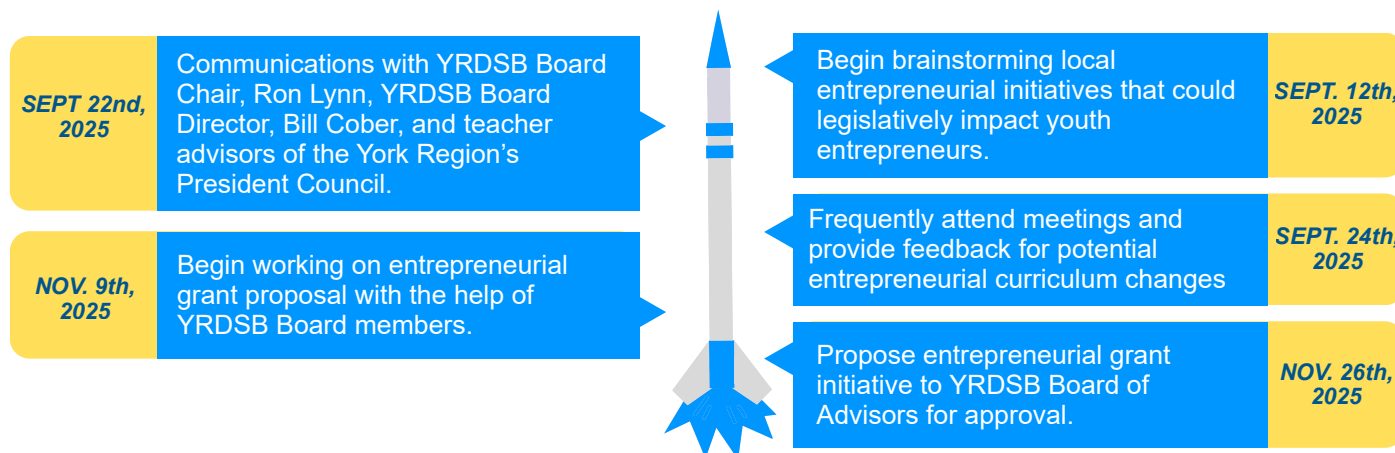
C. SCHEDULE

To manage **LaunchUp!**'s eight initiatives efficiently, we created a parallel project timeline with clear milestones and deadlines for each initiative. This allowed multiple initiatives to progress simultaneously while ensuring effective resource management.

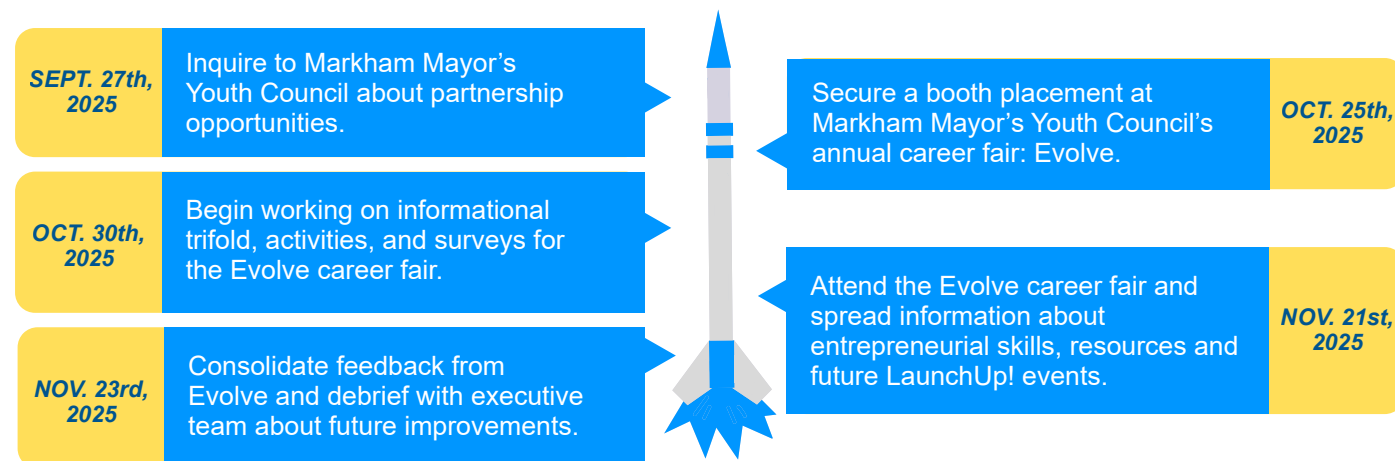
1. BRAND EXPANSION TIMELINE



2. ENTREPRENEURIAL GRANT SYSTEM TIMELINE

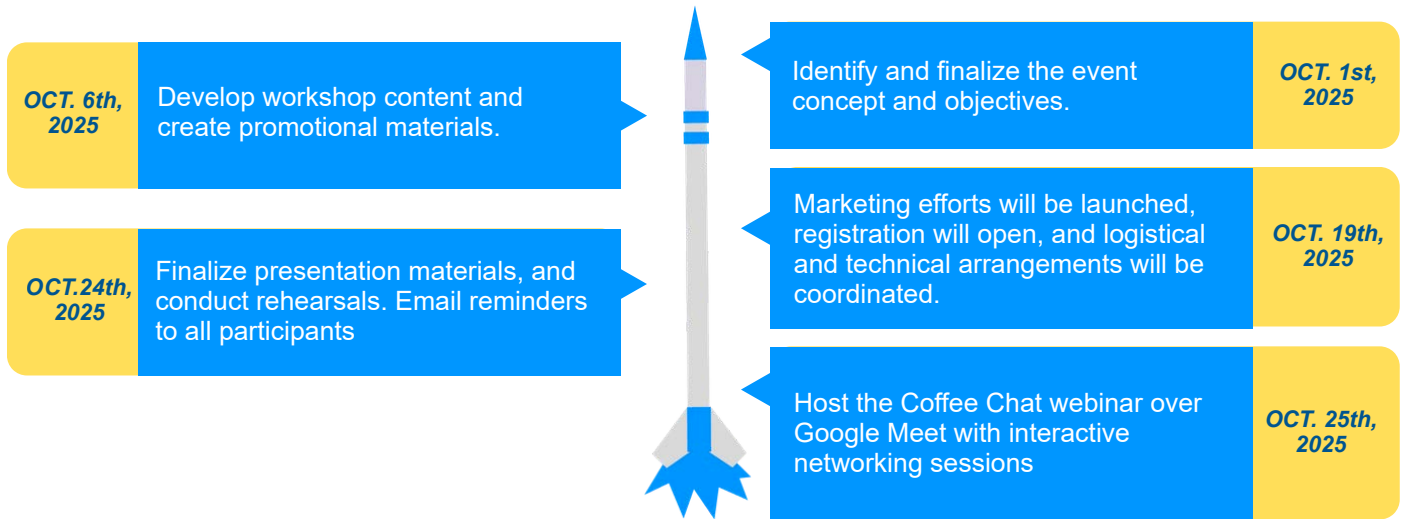


3. EVOLVE CAREER FAIR BOOTH TIMELINE

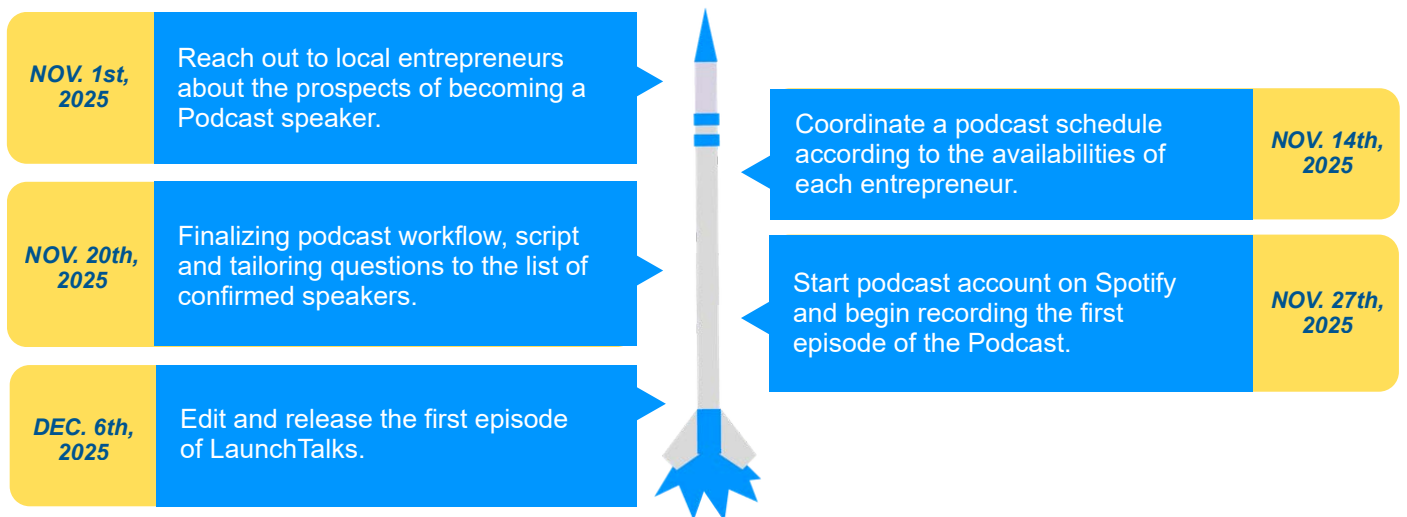




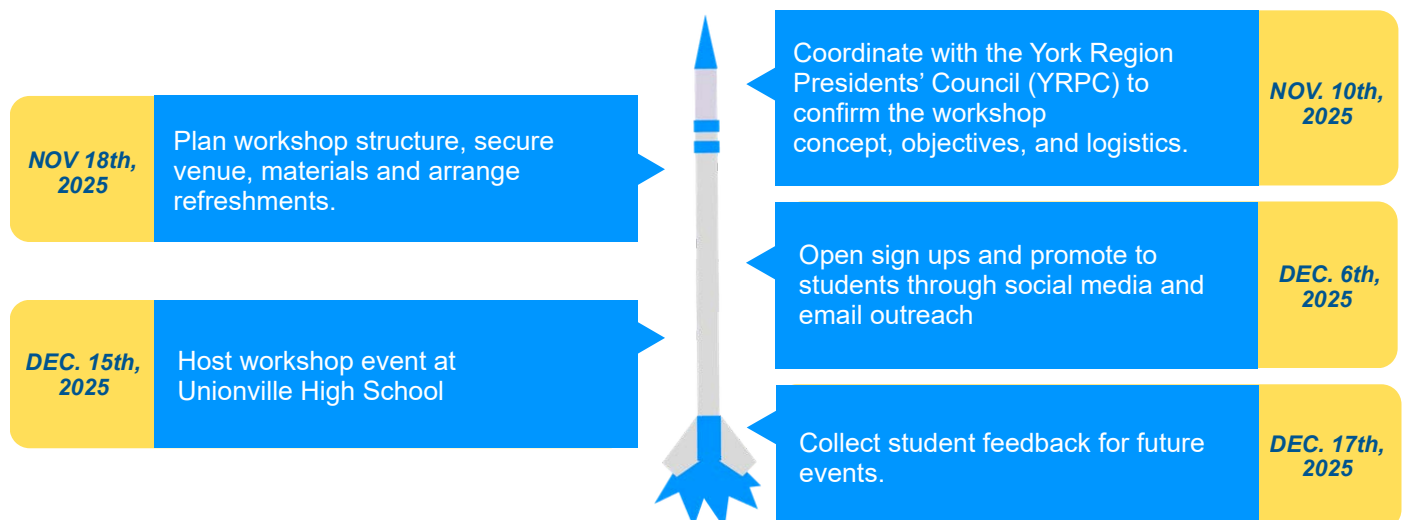
4. COFFEE CHAT 101 WEBINAR TIMELINE



5. LAUNCHTALKS PODCAST TIMELINE

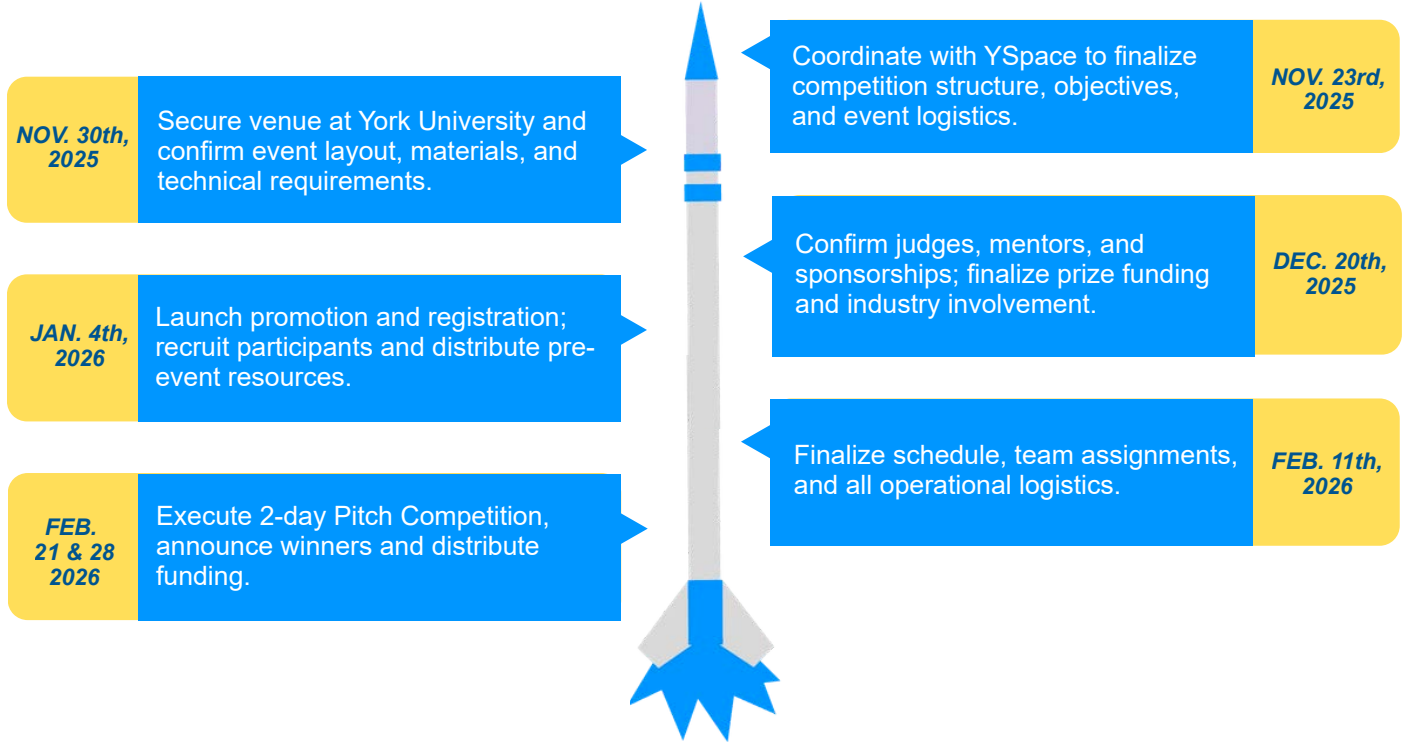


6. INNOVATION GENERAL ASSEMBLY TIMELINE

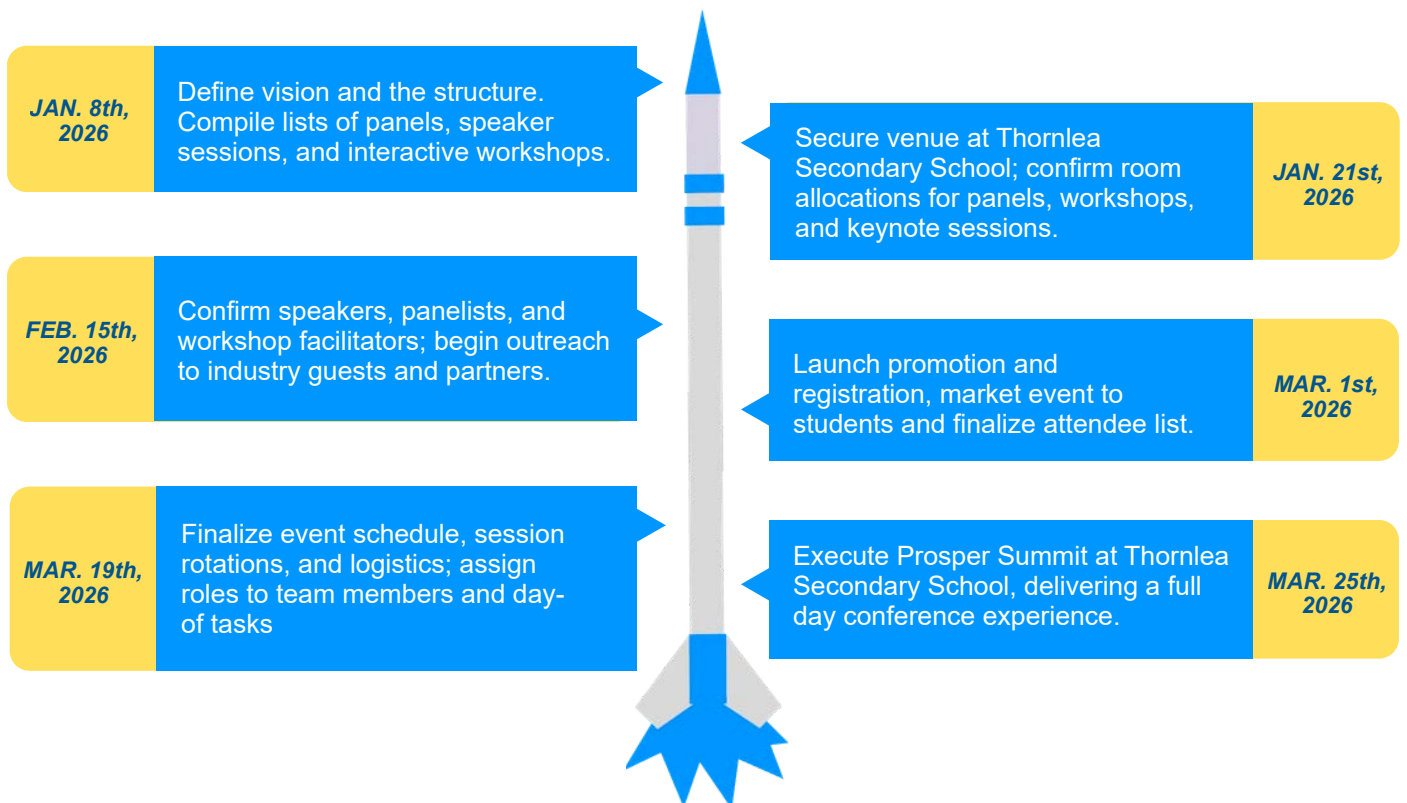




7. LAUNCH PITCH COMPETITION



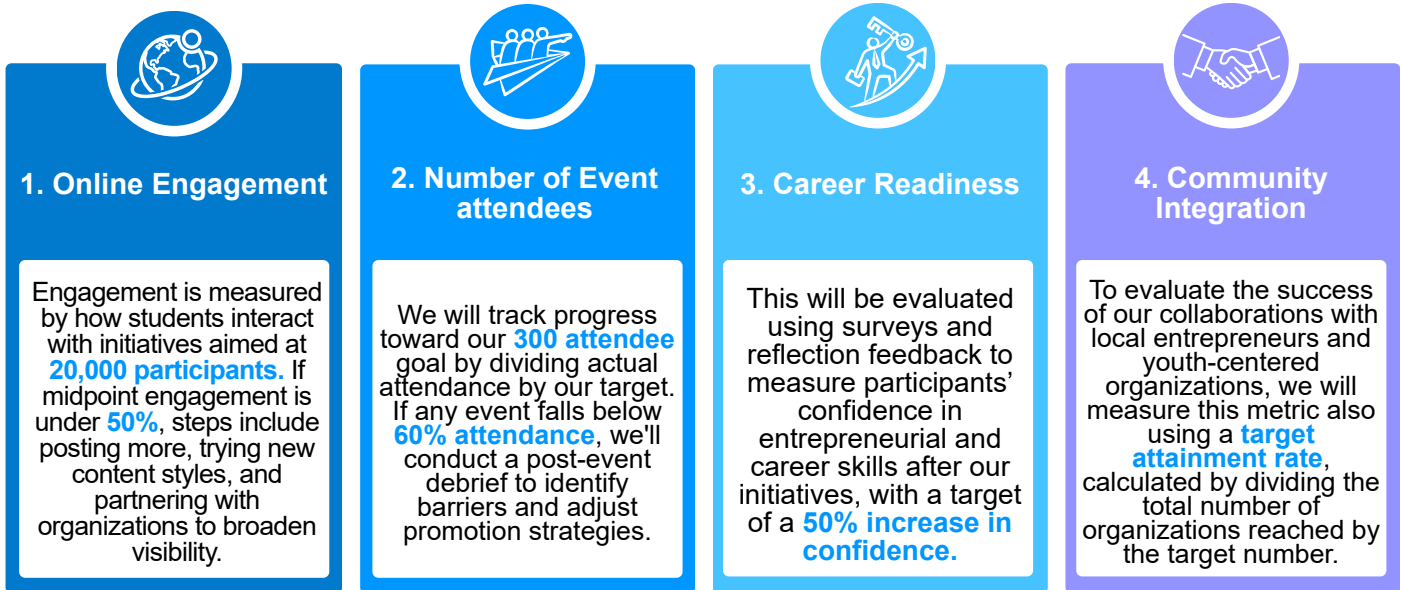
8. PROSPER SUMMIT





D. QUALITY MANAGEMENT PLAN

LaunchUp!'s Quality Management Plan establishes measurable indicators to evaluate the effectiveness, and impact of our initiatives. By tracking online engagement, event attendance, career readiness and community integration, we ensure that our initiatives meet our performance standards while continuously improving based on digital engagement analytics, event attendance data, and participant surveys.



E. RISK MANAGEMENT PLAN

This Risk Management Plan outlines potential risks to **LaunchUp!**'s initiatives and the strategies used to mitigate them. Our approach emphasizes proactively solving problems by engaging the team in pre-planning, communication, and contingency preparation. At **LaunchUp!**, responsibilities are assigned across the team, and standardized schedules and checklists are used to maintain quality and meet deadlines. Risks and response plans are reviewed regularly to ensure continuous improvement and timely adjustments.

PROBLEM	IMPACT	RESPONSE PLAN
1. Time Constraints		
We have to launch an organization with eight initiatives within a few months	Project quality and deadlines may not be able to be consistently met and may hinder our goal of developing entrepreneur skills.	The team will create a detailed schedule and use tailored checklists to ensure consistent quality. Tasks will be prioritized according to their urgency and importance to meet all critical deadlines.
2. Lack of Credibility and Trustworthiness		
Youth-led initiatives can face challenges in credibility due to limited experience and professional maturity.	LaunchUp! may be perceived as less credible by mentors, sponsors, and school partners. It can also hinder our initiative's legitimacy, resulting in a reduced attendance.	We will establish a consistent professional brand through formal communication, and structured emails. Endorsements from industry professionals and teacher advisors, and publish deliverables to demonstrate reliability and build trust with partners.



PROBLEM	IMPACT	RESPONSE PLAN
3. Lack of Student Participation		
Students may show limited participation in LaunchUp! initiatives or engaging with content	Low participation reduces the impact of workshops and webinars and makes it harder to meet desired attendance and skill-building outcomes.	We will increase participation by clearly marketing specific takeaways, using scheduling based on student availability, and reducing access barriers through creating online initiatives. We will track quantitative metrics and qualitative feedback to identify gaps and continuously improve.
4. Team Burnout		
Team members may feel overwhelmed by workload	This can reduce productivity, cause missed deadlines, and affect the quality of initiatives.	Set realistic goals, ensure proper task delegation, and provide regular breaks and team bonding socials to maintain enthusiasm and prevent burnout

F. PROPOSED PROJECT BUDGET

LaunchUp!'s proposed budget consists of funding for workshop materials and basic hospitality for entrepreneurial learning. A smaller portion of **LaunchUp!**'s budget also goes towards marketing to increase turnout. All of these costs are tracked by category, unit cost, and initiative to maintain consistency. Additionally, **LaunchUp!** also needed to account for its LAUNCH Pitch Competition's prize pool.

Expense Name	Total Cost (USD)	Notes
Lessons and Workshops		
Activity Materials	81.24	Evolve Career Fair Booth, Innovation General Assembly, Prosper Summit
Snacks and Refreshments	56.28	Evolve Career Fair Booth, Innovation General Assembly, Prosper Summit
Total Expenses	137.52	
LAUNCH Pitch Competition		
Participant Lunches	N/A	Provided by York University
Prize Pool	150	\$600 USD Sponsored by York University + Self-investment
Workshop Materials	48.34	LAUNCH Pitch Competition
Snacks and Refreshments	80.05	LAUNCH Pitch Competition
Total Expenses	278.39	
Marketing and Branding		
Printed Posters	20.61	Brand Expansion Plan
Home-made Stickers	7.01	Brand Expansion Plan
Total Expenses	27.62	
Total Initiative Expenses: 443.53		



IV. EXECUTION

BRAND EXPANSION

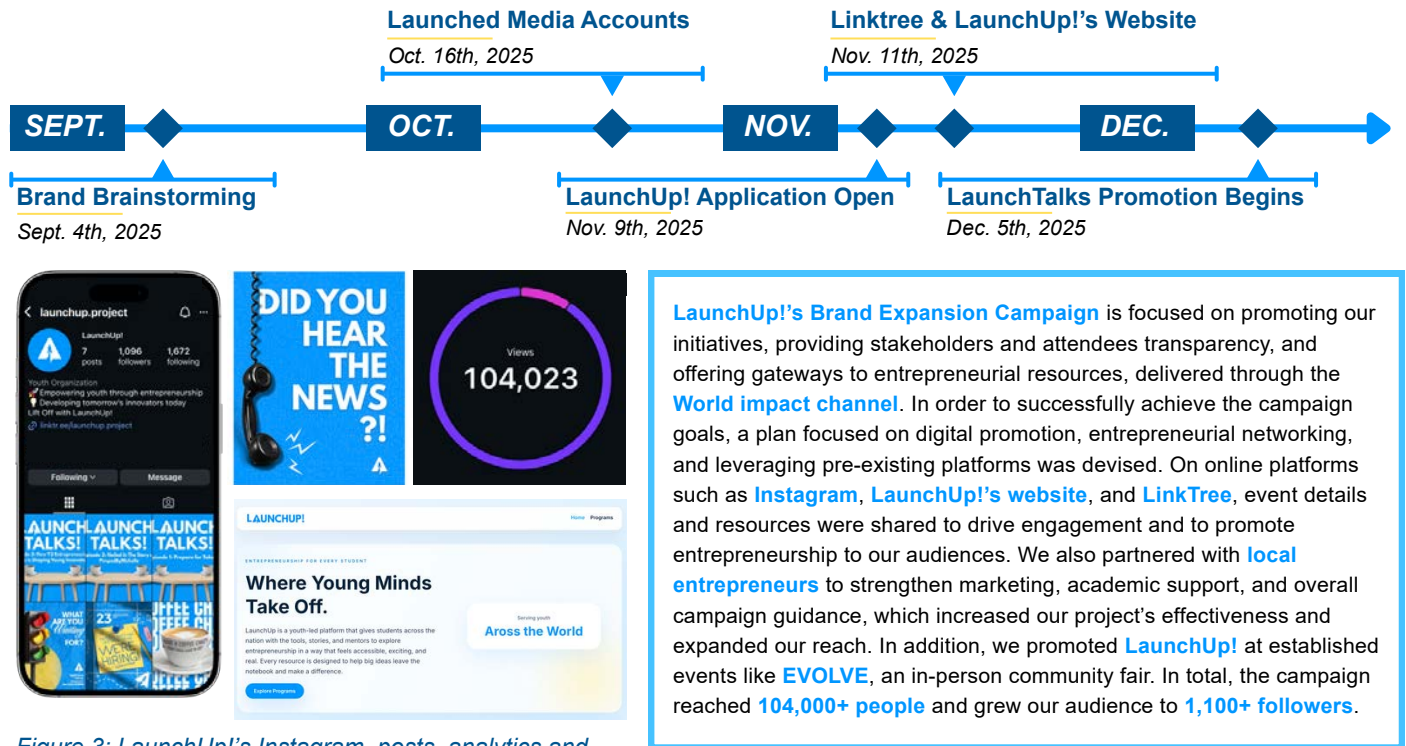


Figure 3: LaunchUp!'s Instagram, posts, analytics and website. [Click here to view the website.](#)

ENTREPRENEURIAL GRANT SYSTEM



Figure 4:
LaunchUp!'s involvement in Advisory meeting



EVOLVE CAREER FAIR BOOTH

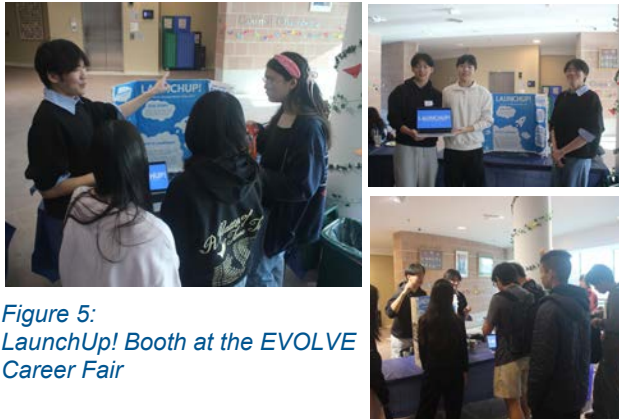
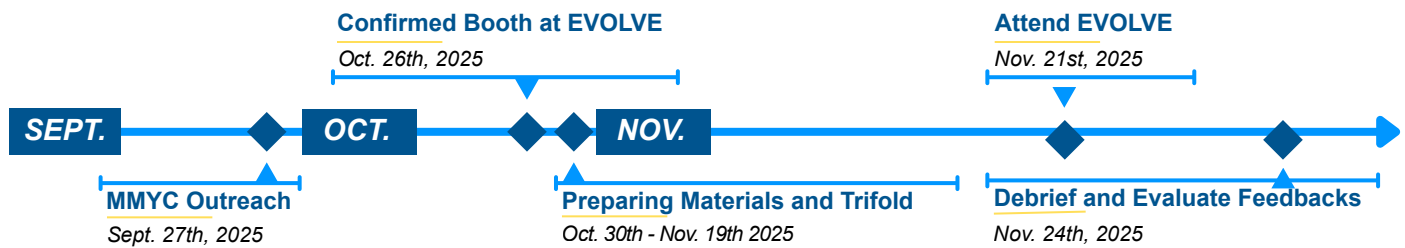
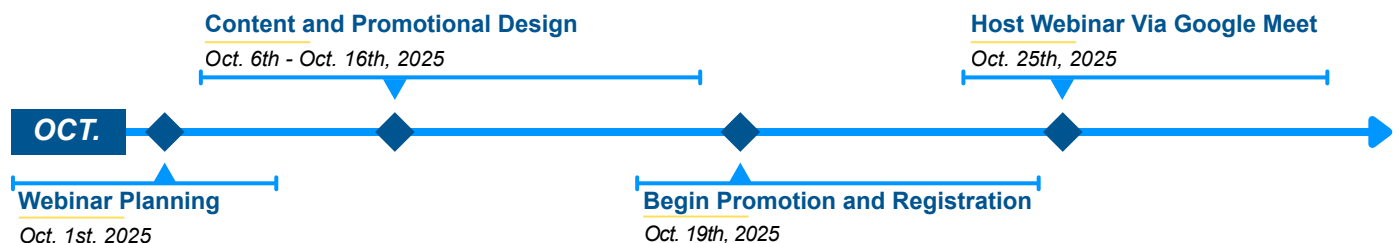


Figure 5:
LaunchUp! Booth at the EVOLVE
Career Fair

LaunchUp!'s **EVOLVE Career Fair Booth** is an initiative with the intent to create a stronger relationship with our community and reach a greater audience to learn about key entrepreneurial skills. For this event, we partnered with the **Markham Mayor's Youth Council (MMYC)** to secure an exclusive placement at the **EVOLVE Career Fair**. We had an interactive booth with our trifold and activities to provide the youth of Markham useful career skills and learn more about LaunchUp!'s goals and missions. On November 21st, we attended the fair at **Markham's Civic Center** and we also conducted an **Entrepreneurship Experience & Interest Survey**, which received over 130 student responses. LaunchUp!'s workshops were reviewed by 12 other youth organizations (including the New York Council Navy League, CREATE Markham, etc.) who all provided feedback that can improve LaunchUp!'s future initiatives and also possible collaborations. Overall, we successfully reached over **200+ in-person engagements**, fostering stronger community connections and increased awareness of entrepreneurship opportunities.

COFFEE CHAT 101 WEBINAR



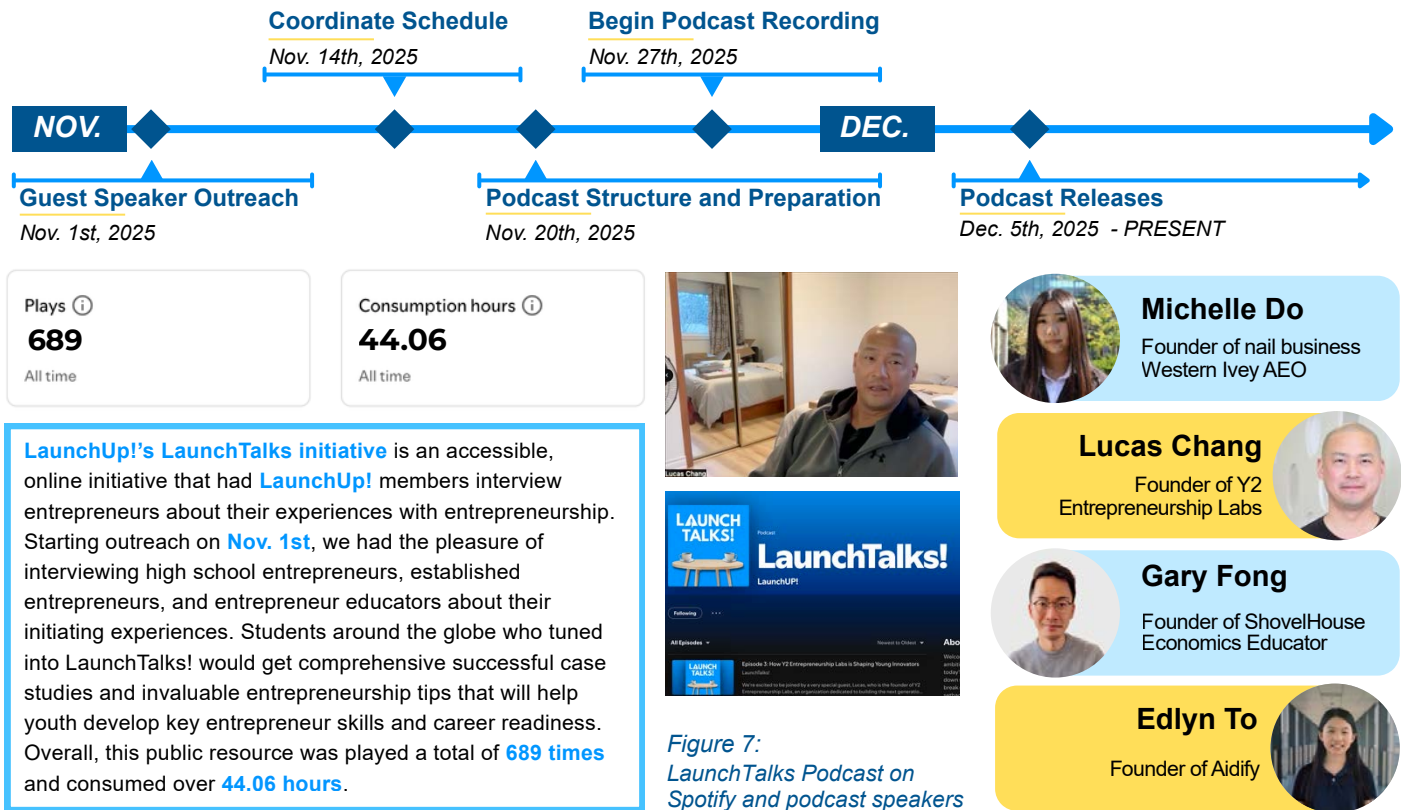
LaunchUp!'s **Coffee Chat 101 Webinar initiative** is a virtual webinar that was designed to teach students grades 9-12 about the **basics of coffee chatting**. Through this initiative, we aimed to strengthen student career readiness by teaching professional networking skills in an accessible, virtual format, which helped us reach a larger audience. After our initial webinar planning, our academia team developed lesson content and promotional materials, ensuring that the material was relevant and useful. On October 19, 2025, we launched our promotion and registration using LaunchUp!'s digital platforms to maximize student reach and attendance. On **Oct. 25, 2025**, we hosted the webinar via Google Meet, delivering interactive guidance on initiating conversations, sustaining professional dialogue, and following up effectively. Overall, the Coffee Chat 101 Webinar initiative **developed youth career readiness** by reaching close to **90 total attendees** at the webinar.



Figure 6: LaunchUp! Coffee Chat 101 Webinar



LAUNCHTALKS PODCAST



INNOVATION GENERAL ASSEMBLY

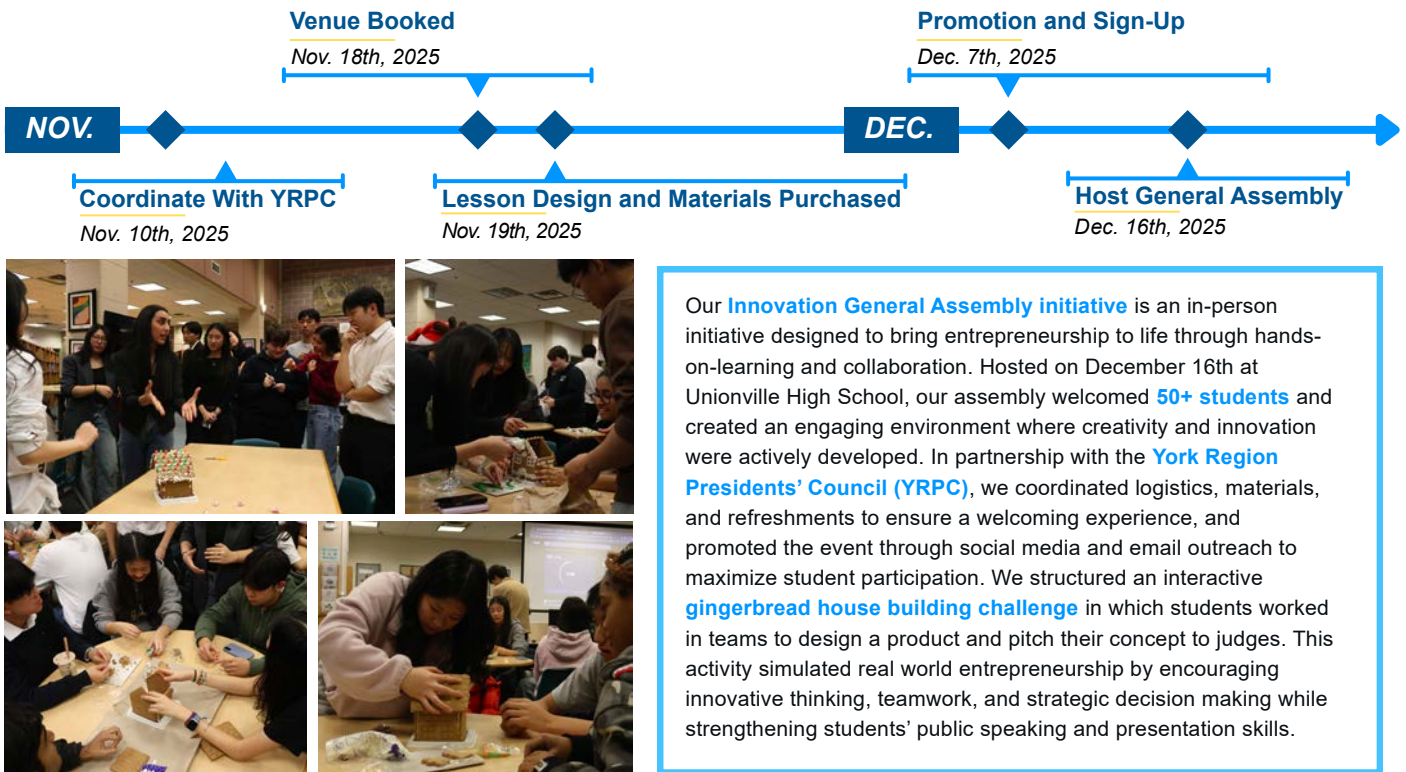
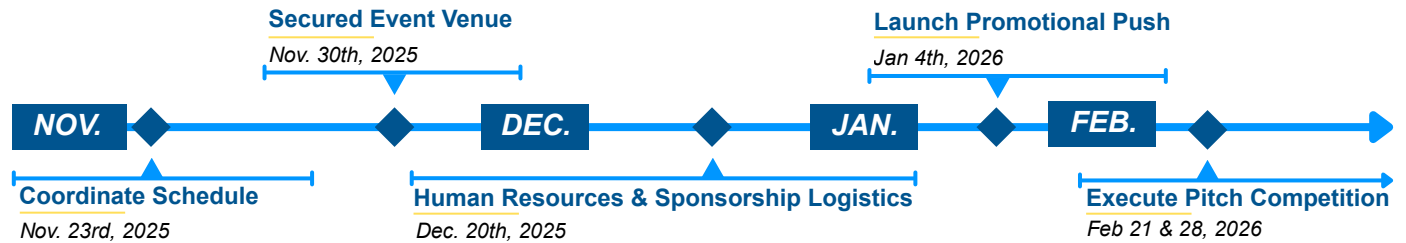


Figure 8: Activities from Workshop At Unionville High School



LAUNCH PITCH COMPETITION



LaunchUp!'s **LAUNCH Pitch Competition** is LaunchUp!'s very first attempt at a competitive, student oriented and rewarding teaching style. Starting **February 21, 2026**, participants underwent an entrepreneurial ideation process guided by **LaunchUp!** team members. Then, the most popular ideas were voted upon and subsequent groupings were formed based on each student's interest. In these groups, students roughly had one week to collaborate, strategize, and receive mentorship from industry professionals to ultimately curate a founding pitch for their entrepreneurial idea. Participants from all over the region competed and gained valuable insight on entrepreneurial ideation, founding logistical planning, and interpersonal skills that reflect the demand of being a qualified entrepreneur. Overall, this communal competition invited **120+ competitors** to compete for a **\$600 prize pool** spanning over 2 days in collaboration with **York University**.



Figure 9: Photos of contestants at the LAUNCH Pitch Competition.

PROSPER SUMMIT

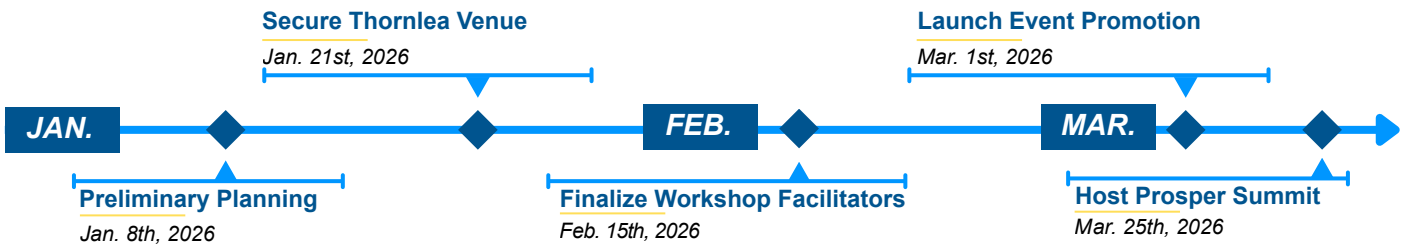
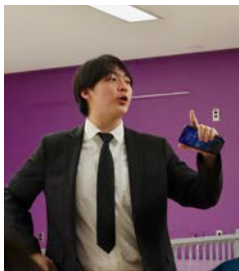


Figure 10: Photos of attendees at the Prosper Summit



Our **Prosper Summit** is an in-person initiative designed to bring together youth entrepreneurs. Hosted on **March 25, 2026** at **Thornlea Secondary School**, our assembly welcomed **60+ youth entrepreneurs** where youth business leaders created invaluable connections, formulated new ideas, and solved concurrent issues together. Our team coordinated venue logistics, activity materials, and refreshments to ensure a smooth experience for all participants. Furthermore, the team promoted the event through social media and cold email outreach to these entrepreneurs to increase participation. The summit featured **two structured workshop activities**. In the first, attendees participated in a rapid ideation challenge where teams of four were given a real world community problem and had 20 minutes to develop and pitch a business solution. In the second, a speed networking rotation allowed students to build those interpersonal connections. The Prosper Summit created a microcosm of **real world connection** building by bringing together passionate students and through these workshops, we were able to create a dynamic entrepreneurial environment where participants left with both **new skills** and **new contacts**.



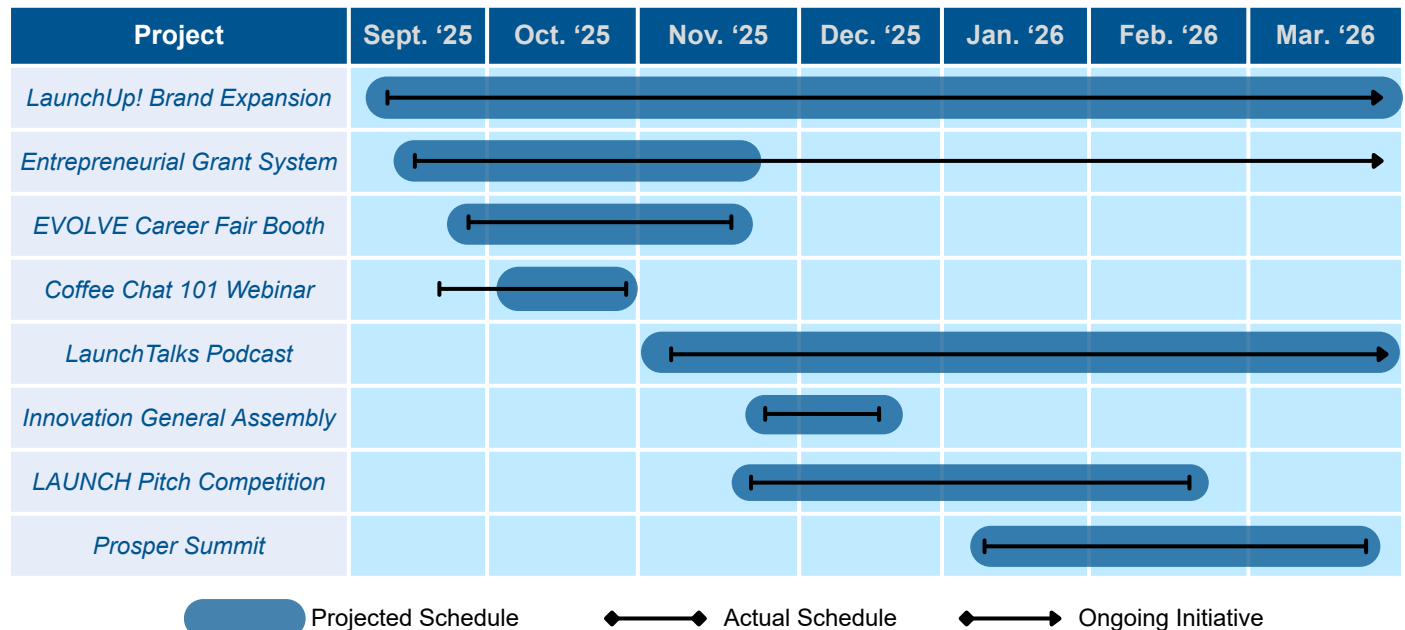
V. MONITORING AND CONTROLLING

A. MONITORING

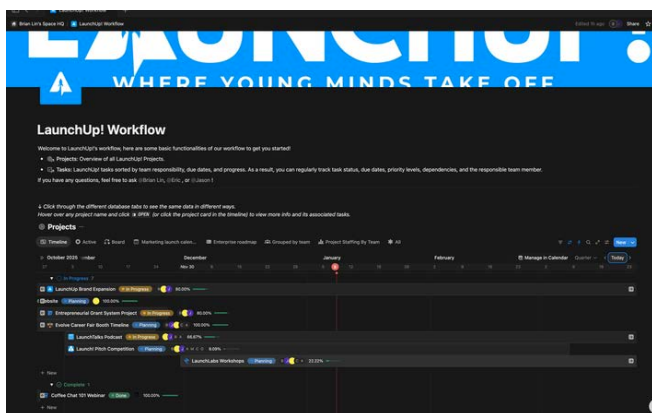
To keep our campaign aligned with its goals, we tracked **schedules, budgets, and project quality metrics**. Weekly team meetings helped establish priorities, evaluate progress, and delegate tasks, enabling us to **assess our trajectory** and **identify areas for improvement**.

SCHEDULE

During the campaign, a **Gantt Chart** ensured effective execution, project quality, and scheduling. **Buffer days** between completion and event dates helped the team manage unexpected challenges.



LaunchUp! utilizes a **Notion workflow** to manage projects and to ensure clear task management. This curated workflow provides team members with access to a centralized **Google Drive**, outreach contacts, and task-related materials, ensuring tasks remain organized, efficient, and on-track (see **Figure 11**).



BUDGET Figure 11: LaunchUp!'s Notion Workflow.

Compared to our initially planned budget earlier in the year, we found several oversights on product availability, inflated prices and underestimated costs as shown in **Figure 12**. This oversight amounted to a **\$32.22 USD variance**.

Expense Name	Total Cost (USD)	Notes
Lessons and Workshops		
Activity Materials	81-24-84.50	Evolve Career Fair Booth, Innovation General Assembly, Prosper Summit
Snacks and Refreshments	66-28-60.24	Evolve Career Fair Booth, Innovation General Assembly, Prosper Summit
Total Expenses	137-52-144.74	
LAUNCH Pitch Competition		
Participant Lunches	N/A	Provided by York University
Prize Pool	150	\$600 USD Sponsored by York University + Self-investment
Workshop Materials	48-34-53.22	LAUNCH Pitch Competition
Snacks and Refreshments	88-05-90.43	LAUNCH Pitch Competition
Total Expenses	198.35	
Marketing and Branding		
Printed Posters	26-64-30.11	Brand Expansion Plan
Home-made Stickers	7-04-7.25	Brand Expansion Plan
Total Expenses	27-62-37.36	
Total Initiative Expenses: 443-53-475.75		

Figure 12: LaunchUp!'s corrected budget after project execution.



PROJECT QUALITY

Having developed **quantitative key performance indicators** as project quality metrics, we were able to measure our performance in real time during and after each initiative. In combination with **qualitative metrics**, these allowed us to address areas for improvement and project goal completion.

SOURCE	METRICS EVALUATED
Social Media Analytics	• Reach, engagement rate, click-through rates, and content performance across all digital platforms to measure progress toward our online engagement goals. • Refined outreach, posting schedules, and content to reach our target audience.
Surveys & Focus Groups	• Participant satisfaction, skill confidence growth, and content relevance from post-event surveys and targeted focus groups. • Feedback was used to assess career readiness and entrepreneurial skill development, guiding event refinements and goals.
Notion & Weekly Team Meetings	• Task completion rate, event organization, and workflow efficiency through centralized task assignments, deadlines, and progress updates. • Ensured efficient cross-team coordination in initiative execution.

B. CONTROLLING

As a newly established organization, **LaunchUp!** faced several operational challenges while running multiple initiatives in a short period. Through quick adjustments, clearer communication, and stronger planning, we were able to maintain initiative quality and improve our processes for future programming.

1. LIMITED RESOURCES AND FUNDING CONSTRAINTS

As a new organization, we had **limited funding, materials, venues, and sponsorships**. These constraints affected planning, event scale, and access to resources, while also creating concerns about maintaining the initiative's quality

Response Plan

We addressed this by **prioritizing accessibility and low-cost delivery**. We reused available materials, adapted activities to fit budget limits, and partnered with schools and youth organizations to share spaces and resources. This allowed us to continue delivering impactful initiatives despite financial constraints.

2. INNOVATION GENERAL ASSEMBLY DELAYS

A **venue scheduling conflict** at Unionville High School meant the Innovation General Assembly could not run on its original date. This affected attendance planning, promotion timelines, and overall coordination.

Response Plan

We secured an **alternative date, communicated updates** through email and social media, and adjusted promotion to maintain attendance. To reduce similar risks in the future, we introduced **earlier venue confirmation** and backup scheduling into our planning process.

3. TECHNICAL ISSUES

We experienced **technical problems** across digital and virtual initiatives, including microphone & audio issues, screen-sharing problems, and connectivity problems. These disruptions affected session flow and reduced the overall professionalism of the experience.

Response Plan

We responded by running **pre-event technical checks** and **preparing backup plans**, such as alternate links and host permissions. We also improved reliability through regular link testing, platform reviews, and simpler page design. These changes reduced disruptions and improved the participant experience.



VI. CLOSING

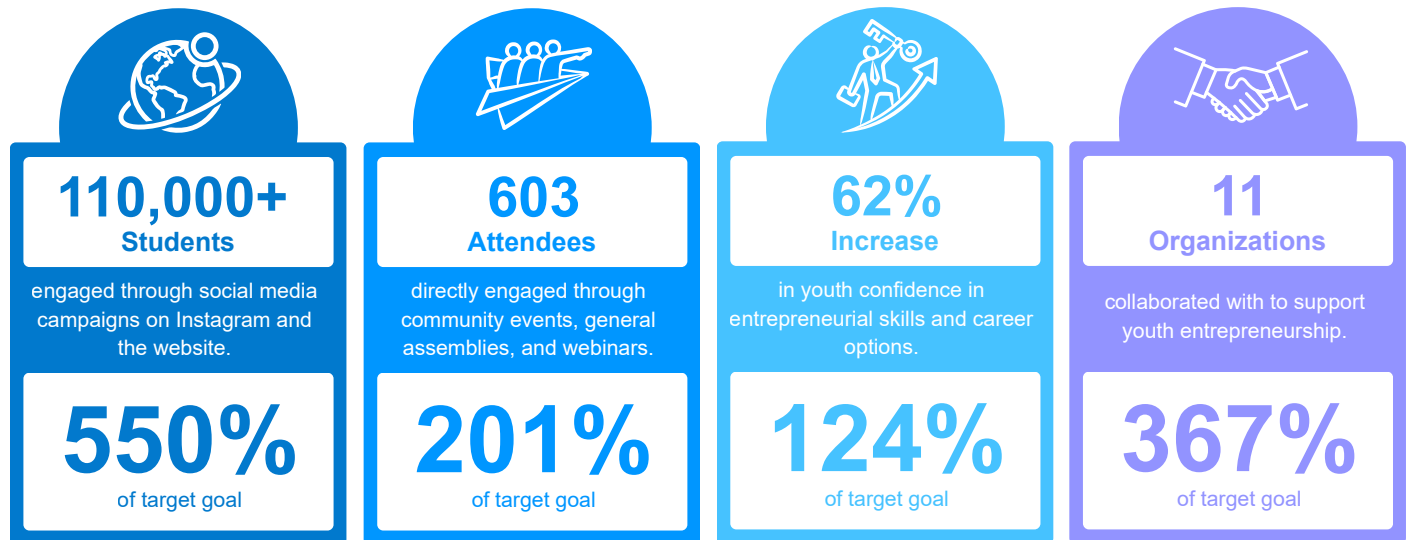
A. EVALUATION OF KEY METRICS

To evaluate our success, we reflected on our initial campaign goals, compared it to quantifiable metrics, and assessed our effectiveness in reaching our three impact channels: **Youth**, **Community**, and **World**,

Project Goals



Evaluation of Success



Youth Impact Channel

To deliver direct impact through the **Youth** impact channel, we focused efforts on engaging youth through in-person events and online webinars. Our Coffee Chat 101 webinar, Innovation General Assembly, EVOLVE Community Booth, LAUNCH Pitch Competition, and Prosper Summit, allowed us to directly engage with **603 students** in improving their entrepreneurial skills and raising awareness about youth entrepreneurship and careers. Community surveys and feedback forms collected data from attendees, with attendees feeling more confident in entrepreneurship by **62%**.

Community Impact Channel

The **Community** impact channel focused on systematically improving youth entrepreneurship. By collaborating with the York Region District School Board, Markham Mayor's Youth Council, York Region Presidents' Council, and various organizations for podcast episodes, we were able to collaborate with a total of **11 organizations** in supporting and encouraging youth involvement in entrepreneurship, through initiating a board-wide entrepreneurship grant system, providing success stories, and connecting youth with industry mentors.

World Impact Channel

Our media campaign goal surpassed our initial goal, reaching over **110,000+** viewers across the span of 6 months. With metrics measured on social media and website, we were successfully able to inspire entrepreneurship through the **World** impact channel through our media campaign and online webinars.



Steps Taken to Achieve Goals

Moreover, we reflected on the specific steps that we took to accomplish our goals. By evaluating our process throughout our campaign and at the end of initiatives, it allowed us to recognize both our strengths and areas to improve the effectiveness and efficiency of our future projects.

ONLINE ENGAGEMENT - Created and published consistent posts and content across all social media platforms to boost student engagement - Encouraged sharing of posts and stories to drive more online engagement. 	INITIATIVE PARTICIPANTS - Promoted events through digital outreach, school networks and partner organizations to increase visibility and participation - Made every initiative free of cost, making it accessible and open to everyone 
CAREER READINESS - Designed and delivered interactive workshops, webinars, and speaker sessions to develop practical entrepreneurial and career skills - Post-event feedback to assess learning and improve delivery. 	COMMUNITY INVOLVEMENT - Reached out to local entrepreneurs and youth-centered organizations - Collaborated on events and content, and maintained ongoing communication with partners. 

B. LESSONS LEARNED

Project Area	Worked Well	Areas For Improvement
Initiating	Our campaign was well-established because we identified a clear need through market research and created a focused, creative campaign . Defining our mission and target audience early improved efficiency and kept decisions aligned throughout the project.	The initiating phase took longer than expected, creating time pressure and rushed planning. In the future, we will use a simple selection rubric to finalize our ideas alongside team feedback , leaving more time in planning and organizing initiatives.
Planning & Organizing	We created a detailed plan with timelines , budgets , and clear roles , supported by clear team communication . We used the LAUNCH acronym as guiding pillars to our initiatives to ensure our campaign stayed on track, while quantifiable metrics were measured to track progress.	During planning, we faced limited resources and funding constraints as a newly established organization, which made it harder to secure sponsorships, venues, and materials. In the future, we'll leverage our organization connections and our established campaign to secure resources more efficiently while creating budget-friendly initiatives.
Execution	Our promotion used multiple channels such as Instagram and word-of-mouth, which led to strong engagement and high attendance rates across events. Interactive activities and collaboration with partners helped maintain participant interest and increased overall impact, across all 3 impact channels: Youth , Community , and World .	We faced last-minute venue and speaker conflicts during execution. For example, the Innovation General Assembly was delayed by a scheduling issue, and we had difficulties in securing podcast guests. In the future, we'll confirm venues earlier , have backup venues/dates , and start speaker outreach earlier .
Monitoring & Controlling	We maintained consistent coordination by using project management systems and regular updates to track tasks. This helped us manage multiple initiatives at once and strengthened overall team accountability .	Despite our success in resolving conflicts and being adaptable, we often identified issues too late . This made our response action more rushed, focusing on speed than quality. In the future, we'll run clearer check-ins between different organizational channels on Slack and continue tracking tasks on Notion to resolve issues before they affect our execution.



C. RECOMMENDATIONS FOR FUTURE PROJECTS

In the future, **LaunchUp!** will continue to expand across communities and host new initiatives to inspire the next generation of entrepreneurs.

1. LaunchPad Incubator (Summer Break Program)

Following feedback from Pitch Competition participants who wanted more time to develop their ideas before competing, LaunchUp! will launch the LaunchPad Summer Incubator, a four-week program that supports students in developing early-stage business ideas through workshops on ideation, branding, financial planning, and pitching. Participants will receive mentorship from industry professionals and apply feedback as they refine their ideas each week. By the end of the program, students will present their final business concepts. This initiative gives students an opportunity to learn and apply entrepreneurial skills.

2. LaunchUp! Consulting Projects Initiative

Inspired by the real-world problem-solving simulated in our Prosper Summit ideation workshop, the LaunchUp! Consulting Projects Initiative will allow students to work in teams on real challenges faced by small businesses, nonprofits, or community organizations. Participants will research issues, develop solutions, and present recommendations to the partner organization. Through this process, students will build skills in problem-solving, collaboration, and communication while strengthening practical business experience by allowing students to engage with real-world business problems and potential solutions.

3. LaunchLabs Workshops

Recognizing that our current initiatives skew toward high school students despite our Grade 6–12 mandate, LaunchLabs Workshops will be designed to introduce younger students to entrepreneurship through hands on and immersive learning experiences to elementary students. Activities such as product design challenges, mock roleplays, and team pitching exercises will help students build foundational skills in ideation, creativity, communication, and problem-solving. These workshops aim to spark early interest in entrepreneurship while making learning accessible, engaging, and age appropriate.

4. LaunchUp! Career Immersion Program

It can be difficult for students to access meaningful, career-related opportunities that provide real world entrepreneurship. Building on the mentor connections established through our LaunchTalks Podcast and Pitch Competition, the Career Immersion Program will address this gap by pairing students with entrepreneurs for virtual or in-person shadowing experiences. Through direct exposure to daily operations, decision making processes, and workplace environments, students gain practical insights that extend beyond what the classroom offers. This initiative builds industry awareness and career confidence while helping students make informed decisions about their future pathways in entrepreneurship and business.

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