



**Start**  
Welcome  
9:00-9:30

9:30-10:00  
**What's Your Idea?  
Form a Company!**  
Brainstorm a product  
Assign projects

**Minute 2 Win It**  
10:00-10:05

**Guess The Slogan!**  
10:05-10:10



**PIZZA!**  
11:30-12:00

11:05-11:30  
**Write Your Business Plan**  
Express your vision through a financial plan

**Minute 2 Win It**  
11:00-11:05

**Slogan Contest**  
10:45-11:00

10:10-10:45  
**Build Your Brand**  
Tell your story through your logo, slogan and values - how do you market your company?



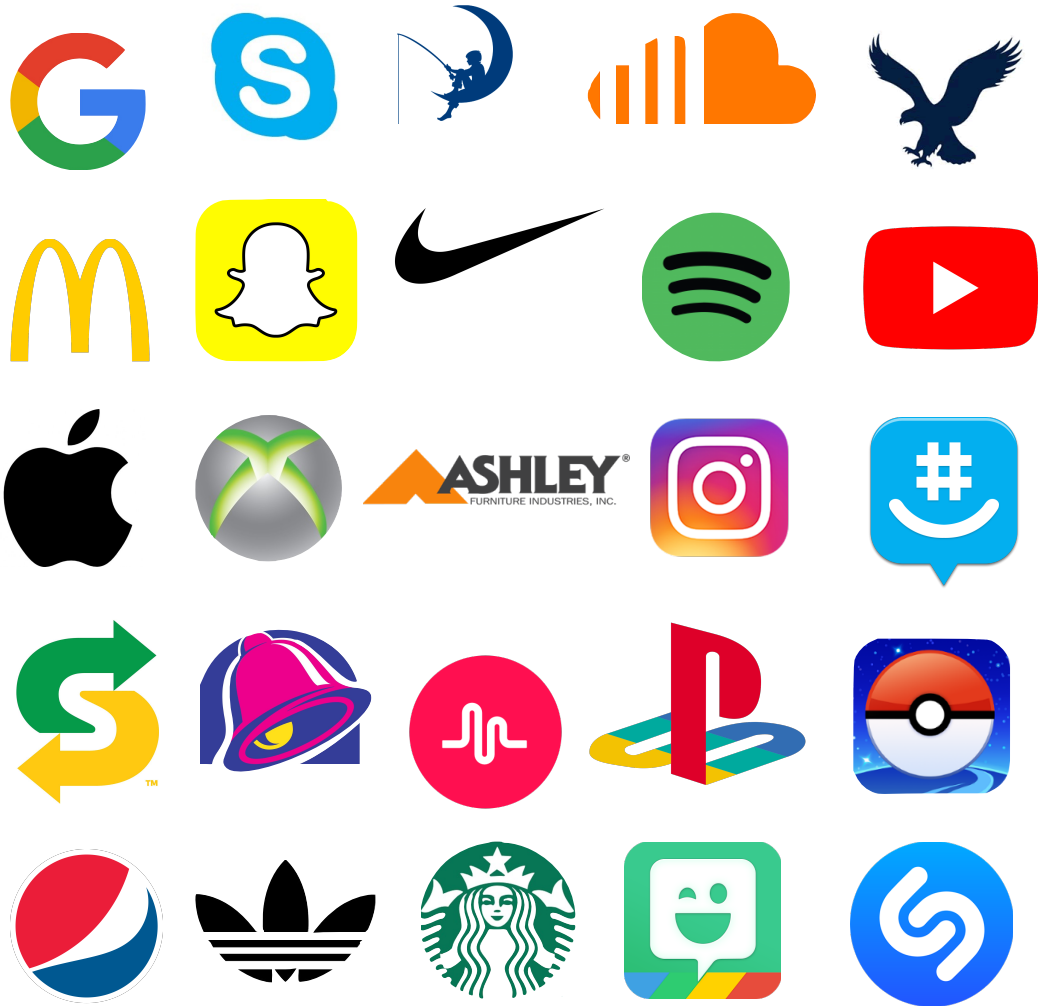
**Franklin**  
Minute 2 Win It  
12:00-12:05

12:05-12:30  
**Write Your Pitch!**  
Put it all together in a winning pitch!

**Rehearse!**  
12:30-12:45

**"The Pitch!" Contest**  
12:45-1:45  
Pitch your idea to the audience of judges!





**SLOGANS:**

- "Think Different"
- "Impossible is Nothing"
- "Protect This House"
- "Eat Fresh"
- "Got Milk?"
- "Greatness Awaits"
- "A Diamond is Forever"
- "Have it Your Way"
- "America Runs on Dunkin"
- "Be A Hero"
- "I'm Lovin' It"
- "Because You're Worth It"
- "Can You Hear Me Now?"
- "Where Raptors Roar"
- "Just Do It"



**Mission Statement**

- Why do you exist?
- Who do you serve?
- What do you do?
- How will you do it?



**Mission Statement**

to feed hungry people through a network of community organizations

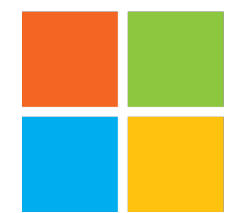
**Values**

- What do you stand for?
- What inspires you?
- What principles guide you?



**Company Values**

- respect
- dignity
- compassion



**Mission**

Empower every person and every organization on the planet to achieve more.

**Company Values**

- Innovation
- Diversity & Inclusion
- Trust



**Vision Statement**

- What is your DREAM?
- Where will you be in the future?
- How will you change the world?

**Vision Statement**

a hunger-free America

**Vision**

To help individuals and businesses realize their full potential.