

SAGE Global

Information Handbook

2019-2020



A global community of teenage entrepreneurs sharing a common purpose: to make the world a better place.

The World's Premier Youth Entrepreneurship Network

SAGE has established one of the most impactful international networks among teenagers, higher education, and the business community. The following 22 countries either (a) competed in the 2017 SAGE World Cup in Odessa, Ukraine, or (b) they had an active program but were unable to travel to the Ukraine.

1. Burkina Faso
2. Canada
3. Cameroon
4. Chile
5. China
6. Ghana
7. Ireland
8. Iran
9. Israel
10. Japan
11. Kazakhstan
12. Kenya
13. Mali
14. Netherlands
15. Nigeria
16. Pakistan
17. Philippines
18. Russia
19. Senegal
20. Singapore
21. Swaziland
22. South Africa
23. United Arab Emirates
24. United States
25. Uruguay
26. Vietnam



<http://sageglobal.org>

Facebook: www.facebook.com/sageglobal2002/

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What is SAGE

The Organization

Founded in 2002, SAGE is an international network dedicated to creating the next generation of entrepreneurial leaders whose innovations and social enterprises address our world's major unmet needs.

SAGE is pioneering the field of youth entrepreneurship. We encourage business to do good by doing good.

The first SAGE World Cup was held in May 2003 with teams from Poland, Mexico, Tajikistan and the United States; the program has now grown to include seven U.S. states and 21 more countries. There are more than 13,000 teens participating in SAGE programs at over 1,300 schools around the world.

SAGE connects teens with higher education and the business community in a powerful public/private partnership.

In fall 2019, SAGE Global began offering a one- or two-semester, 26-lesson entrepreneurship course for teens, entitled "Turning Risk into Success" (available for licensing by schools). See <http://sagetriz.com>).

The Individual SAGE team

To participate in SAGE, a "team" of at least 3 teenagers is organized and creates a real, operating business. The team can form within a class at their high school, an after school program, within a community program, or on their own. So long as the teens have an adult supervisor, the team can participate in SAGE.

All businesses, including for-profit and non-profit, may compete in SAGE. "Veteran" SAGE teams may re-enter its business for a period of two years beyond its first year of competition.

In operating their entrepreneurship ventures, students are judged on their (1) business operations, (2) social impact, (3) creativity & innovation, (4) sustainability and (5) overall presentation which includes an annual report, an oral presentation and live Q & A.

Each teenage SAGE team is unique; we want students to be as creative and innovative as possible. Because students operate their businesses during the year in anticipation of competing at the end of the year, they have motivation beyond grades.

The competitive tournament

At the end of each scholastic year, SAGE hosts regional and/or national competitive tournaments. Each team provides a four-page written annual report and a verbal presentation to panel of jurists/evaluators/judges that are recruited from leading members in the community.

The judging panel selects the SAGE team that has had the most success meeting the judging criteria.

This process is a unique form of benchmarking, where students can calibrate their own businesses with those of their peers for future improvement.

The top two teams from each country are invited to participate in an international tournament. This

is called the SAGE World Cup (in August 2020, the 17th Annual SAGE World Cup took place at the beautiful University of California-Berkeley campus in the San Francisco Bay Area, USA). In 2020, we will make an announcement identifying the host city and country in 2020. The announcement will be made no later than January 31, 2020). The rules and format of each tournament are identical.

For a SAGE team to participate in a SAGE tournament it must operate a business venture that meets as many of the SAGE judging criteria as possible.

Competition

Competition Process

Each SAGE team will be given a 35-minute time block at the competition.

First 10 minutes: The SAGE team will immediately hand out their annual reports to the judges. While the judges are reading the annual report, the team will set up its equipment, set up props, etc. Before the oral presentation begins, judges will score the written annual report according to the SAGE judging criteria.

Next 13 minutes: The team will give their oral/audio-visual presentation. Teams are allowed to demonstrate their products during the presentation, but they cannot hand them out to judges for individual inspection.

Next 7 minutes: Mandatory question and answer period.

Last 5 minutes: SAGE team will remove all its equipment and exit the room while the judges score the team.

Written Annual report (10 minutes)

Teams must hand out a written annual report to be read and scored by judges during the first 10 minutes of the team's presentation time slot.

Written annual reports are limited to a total of four (4) printed pages on 8 ½ by 11 paper (or two pages front to back).

If a team uses a cover or back page it will count as one of those four pages.

Teams may NOT distribute copies of business plans, letters of commendation, or sample products. Violation of this rule will result in an automatic 5-point deduction from the team's total score.

Teams may include copies of newspaper articles, newsletters, and other media as evidence of media attention; presenters may also distribute personal business cards.

Oral/Audio-Visual Presentation (13 minutes)

After 9 minutes have elapsed, the league coordinator will announce a "one-minute warning."

At the 10 minute mark, the league coordinator will ask the team to begin its oral presentation.

The team has 13 minutes to make its oral presentation; if the team ends prior to 13 minutes, the Q&A time period will be extended by the shortfall. For example, if a team finishes its oral presentation in 12 minutes, it will be given a total of 8 minutes for Q&A.

If a team isn't finished in 13 minutes, it will be interrupted to end its oral presentation.

Question and Answer Session (7 minutes)

There will be a mandatory 7-minute Q&A period following the oral presentation

Judges will be looking for:

Overall Effectiveness: Based on questions from the judges, overall, how well did the students demonstrate knowledge of the business(s) described in the written report and oral presentation?

Balance: Did students share responses, or did one or two students dominate?

Poise: Were the students confident with stage presence and polished with platform skills?

Judging

The SAGE tournament is about which students were the most effective in meeting the SAGE judging criteria. It is not a contest based on who made the best presentation, or who used the most advanced technology, or who received the most TV, radio or newspaper coverage, or who made the most profit. We are looking for the team that does the best job of integrating all five criteria into their business ventures during the year.

At the SAGE tournament, each judge is provided with a judge's handbook. This handbook includes details for the SAGE judging criteria.

1. Business Operations (20 points)
2. Social Impact (20 points)
3. Creativity & Innovation (20 points)
4. Sustainability (20 points)
5. Overall Presentation (20 points)

Within the Overall Presentation category is a required 7-minute Question & Answer period. An important part of judging will be to pose questions during this period that will provide evidence as to the overall effectiveness of the team's ventures. Sample questions:

How did you select the business?

How many people were impacted by your social impact? Tell me about your company's profits?

What was your greatest challenge? What was your best success?

How did you measure success?

What have you done to make sure your SAGE team will be better in the future?

Why did you get involved with SAGE?

How did your efforts on the SAGE team help you with your other classes?

How has SAGE affected your decision to start a business?

Will you continue with SAGE next year?

SAGE Global Overview

Our Mission

Welcome to SAGE Global! Students for the Advancement of Global Entrepreneurship is a global community of teenage entrepreneurs sharing a common purpose: to make the world a better place. Our mission is to create the next generation of entrepreneurial leaders whose innovations and social enterprises address the major unmet needs of our global community.

About SAGE Global

SAGE Global is an international nonprofit organization dedicated to teenage entrepreneurs. Our youth entrepreneurship program bridges two divides. The first divide is among secondary education, higher education and the private sector. The second divide is across countries and cultures.

Global challenges, such as environmental sustainability, alternative energy and transportation, and concerns caused by global climate change, pose common threats. Thankfully, entrepreneurs with a global worldview see such threats as opportunities.

In today's increasingly complex world, cross-cultural cooperation in entrepreneurial ventures can raise standards of living if the right environment is created. One way to create such an environment is to focus on one key stakeholder—teenagers—for it is youth who have the most at stake.

The SAGE Model

Each year, SAGE organizes and hosts a series of regional and national tournaments where teams of SAGE teens showcase their businesses to a panel of influential members from the business, civic and education communities. SAGE teams are encouraged to identify a SAGE Coach to guide them.

During the year, they are also encouraged to solicit advice from members of the business community and, if possible, from university students. At the end of each year, all teenage SAGE teams are invited to compete in the SAGE national competition. The competitions may be hosted anywhere facilities & resources are available. Commonly used locations include a college, university, nongovernmental-organization (NGO) or a governmental organization (GO). Winners advance to the "SAGE World Cup."

Focus on Teenagers

SAGE focuses on training young entrepreneurs because, for many, their creative energy has not been dampened by life's harsher realities. More than one-half of the world's people live below the internationally defined poverty line of \$2 a day. Also, more than half the world's population is under the age of 30.

SAGE believes that teens can take a lead role in helping to alleviate poverty through their innovations and creativity.

David Bornstein, in his book, *How to Change the World* (2004) explains: “People who solve problems must somehow first arrive at the belief that they can solve problems. This belief does not emerge suddenly. The capacity to cause change grows in an individual over time as small-scale efforts lead gradually to larger ones. But the process needs a beginning—a story, an example, an early taste of success— something along the way helps a person form the belief that it is possible to make the world a better place. Those who act on that belief spread it to others. They are highly contagious.

Their stories must be told” (p. 282)

SAGE gives teens a stage to share their stories.

Quick Facts

Founded: Summer 2002

Countries in which SAGE has a presence: 31

SAGE teams: about 1,300

Active SAGE students: about 13,000

SAGE World Cup Host Cities:

- San Francisco, CA, USA (2019)
- Durban, South Africa (2018)
- Odessa, Ukraine (2017)
- Manila, Philippines (2016)
- Seoul, South Korea (2015)
- Moscow, Russia (2014)
- Abuja, Nigeria (2013)
- San Francisco, CA, USA (2012)
- Buffalo, NY, USA (2011)
- Cape Town, South Africa (2010)
- Brasilia, Brazil (2009)
- Abuja, Nigeria (2008)
- Odessa, Ukraine (2007)
- Shanghai, China (2006)
- San Francisco, CA, USA (2005)
- Kansas City, MO, USA (2004 and 2003)

General Information

Forming a Team

To participate in SAGE, a team of at least three teenagers is organized. This team may consist of students from the same school, in which case the school would be the sponsor. Or the SAGE team may consist of any group of teenagers that have identified an adult advisor or sponsoring organizations. Sample sponsors include: Boys & Girls Club, Rotary Club, Lion's Club, faith-based organizations, or managers from local stores such as Best Buy, Target, Staples, etc.

A school may have several SAGE teams, as long as each team has a advising teacher, adult or advising organization. If a high school does not have a formal entrepreneurship course, we encourage it to adopt our curriculum, "Turning Risk into Success (TRIS): A Teen Entrepreneurship Program" (see <http://sagetrism.com>).

"Veteran" SAGE teams may enter the same business venture for up to three years. The size of the team can be as few as three members; there is no upper limit.

The SAGE team may be part of an existing class, such as an economics, accounting, general business, like Virtual Enterprise, or it can be an active student organization (e.g., Student Government, FBLA, DECA, Junior Achievement, Rotary Interact, FFA, FHA-Hero, Skills USA, and Technology Student Association). SAGE is not a competitor for existing high school business organizations, but we now strongly advocate that schools use our TRIS curriculum.

The key to starting a team is to find an enthusiastic group of teenage leaders who are interested in starting their own business venture, along with an adult ally who is willing to encourage and support their participation as a SAGE sponsor. Once a group of teens has decided to participate, the ally who becomes their adviser should contact the SAGE state or national coordinator and notify them of their intent to participate.

Note: each state or country has its own timetable; however, all national SAGE tournaments must be completed by June 5, 2020 in order to allow enough time to obtain travel visas to the SAGE World Cup and to arrange for accommodations at the World Cup.

There is no fee or cost to join the SAGE network.

To qualify to enter a SAGE tournament, the following conditions must be met:

- A team must consist of at least three contributing teenagers who operate a business that they have created; a high school or organization may advise several SAGE teams;
- There is no upper limit to the number of teens that can be a member of one team;
- The minimum and maximum age requirements for student presenters for their SAGE team must be between the ages of 13 and 19. Specifically, a student must be at least age 13 years old on or before June 15, 2020 and no older than 19 years old on or prior to June 15, 2020.
- A SAGE team must meet certain benchmarks throughout the year; that country's SAGE National Coordinator establishes these benchmarks. For example, in the United States, such benchmarks are:
 - By December 1, 2019: Submit a letter of intent to compete to SAGE Home Office in Chico, CA. This letter must also identify the sponsor (e.g., high school; organization; adult ally).
 - By April 15, 2020: Submission of an acceptable annual report to shooker@mail.csuchico.edu; the report should address each of the five judging criteria.

- End of May or early June: Travel to the SAGE National Tournament.
- Each SAGE team can only enter the same business for a maximum of three years.
- Teams will be judged on their ability to demonstrate measurable results. Judging criteria are described in the next section.
- At the end of each year, all teenage SAGE teams are invited to compete in the SAGE national competition (although some countries may first choose to conduct state or regional competitions before conducting a national event). The competitions may be hosted anywhere facilities & resources are available. Commonly used locations include a college, university, nongovernmental organization (NGO) or a governmental organization (GO). Winners advance to the “SAGE World Cup.”
- State and/or national competitions usually take place between February and the first half of June each year. Country coordinators should plan their competitions such that the national champion teams have adequate time to acquire their travel visas. By June 5, 2020 all National Competitions should be completed. The National Champions and the runners up from each country advance to the SAGE World Cup, which has tentatively been scheduled to take place in August or September. The host city and country will be announced no later than January 31, 2020.

Teams that enter the SAGE tournament should do their best to meet the following five judging criteria:

Business Operations:	20 points
Social Impact:	20 points
Creativity & Innovation:	20 points
Sustainability:	20 points
Overall Presentation:	20 points
Total Maximum:	100 points

*Teams should bring 40 written annual reports with them to each competition. The written annual report is limited to four pages, including cover page. In addition, teams can have copies of media attention they have received for their projects (e.g., magazine articles, newspaper articles, web pages, etc.). Teams may NOT distribute sample products (though they may display them), or copies of business plans or letters of commendation. Violation of this rule will result in an automatic 5-point deduction from the total points given. However, presenters MAY distribute their personal business cards.

SAGE Coach

One of the best resources for a SAGE team is a supportive adult or adult organization that believes in the mission and goals of the team members. This person is really your “SAGE Coach.” This may be a teacher, adult ally, parent, business leader or some other adult advisor. He or she will admire you for your desire to become an entrepreneur. When the prospective coach learns about your business idea, he or she must be willing to enthusiastically share their expertise, their time and sometimes their financial resources to help you accomplish your goals.

Each SAGE team must have an adult SAGE Coach. Examples of a SAGE coach include:

- a teacher at your school
- the school itself
- an active and involved parent
- a university student mentor
- a business leader or entrepreneur
- an organization in the community, such as the Chamber of Commerce, Rotary Club, Lions Club or Soroptimist Club
- a faith-based institution (e.g., church, synagogue or mosque).

What qualities should be possessed by your SAGE Coach?

Willingness to be a role model. Ideally, the coach is someone who is a successful entrepreneur, or a person or organization that is committed to the power of entrepreneurship to change the world.

Willingness to commit one or more of the three T's: Time, Talent, and Treasure. The SAGE coach will commit a minimum amount of time to advise the team as it identifies launches, operates and assesses its business venture. Of course, it will be helpful if the coach has a special talent that complements the SAGE team's venture; also, the sponsor should do its best to help the team showcase their venture at the SAGE tournament. The ideal SAGE coach will be instrumental in helping a SAGE team deliver its business venture in a way that has potential to make a true impact in the lives of its owners, customers, suppliers, employees and citizens in the community.

Willingness to uphold the SAGE Ambassador's Creed. As a SAGE ambassador a SAGE coach has the rare opportunity to help others fulfill a personal dream and create an honorable legacy; namely, by helping to make manifest a vision to bring benefit to humankind. SAGE ambassadors enable their protégés to fulfill their potential for individual self-reliance and freedom, and encourage them to practice community sustainability and environmental stewardship. They also encourage transnational understanding and cooperation. In short, SAGE ambassadors serve as mature role models and contribute their wisdom to help the teenagers.

How does a SAGE team find a coach?

A SAGE team should invite a prospective coach to a welcome reception at its school or at a local restaurant. SAGE team members should make a presentation about mission, goals and objectives of the proposed business. Also provide them a list of the SAGE judging criteria, and provide them with ideas about how your team believes it can best meet the criteria. Then ask them for ideas. Your second activity should be to schedule a strategic planning retreat, and invite prospective sponsors and university mentors to help you out as you complete your activities.

Another outstanding source of a potential coach might be older students enrolled at a nearby community college and/ or university (e.g., alumni from your high school who were SAGE members, or older brothers and sisters?). The mission of almost all colleges and universities include a commitment to serving the educational, cultural and economic needs of their area. Many collegiate business student organizations are given credit for completing activities in the community, and K-12 students are a primary audience for these activities. Specific to the business discipline, there are many student organizations that are rewarded for community service work. Among these organizations are Beta Alpha Psi, the Marketing Association, Delta Sigma Pi. and Enactus (formerly called Students in Free Enterprise-SIFE).

SAGE Coach Agreement Form

As a SAGE Coach for the _____ SAGE team,
(SAGE Team name or school)

I, _____, will provide support and guidance
(Coach name)
without taking the control of the SAGE team's business ventures away from the team members.

As a Coach, I agree to:

- Attend SAGE team meetings when available
- Help the team brainstorm ideas
- Provide guidance when the SAGE team makes decisions concerning the business(s)
- Offer my expertise to the SAGE team
- Help connect the SAGE team to my community
- Be a liaison between SAGE home office and the SAGE team
- Do my best to help the SAGE team travel to and participate in the SAGE Tournament(s)
- Encourage the SAGE team throughout the year

As a SAGE Coach, I will not...

- Make decisions for the SAGE team
- Take over the SAGE Team's Business
- Schedule or lead SAGE meetings

Coach's Contact Information:

Coach Name: _____

Mailing Address: _____

Daytime Telephone: _____ Evening Telephone: _____

Email: _____ Relationship to Team: _____

This Coach Agreement does not bind, legally or otherwise, a Coach to SAGE or any partnering organization; signing indicates that the signer understands the conditions of the agreement, and that he/she is committed to fulfilling his/her responsibilities. All Coaches are subject to background checks conducted by SAGE or partnering organizations.

Coach: By signing below, I am stating that I understand my role as a Coach, and am agreeing to the above conditions, and am making a commitment to the SAGE team.

SAGE Coach Signature

Date

SAGE Team: By signing below, we are stating that we understand the Coach's role, and we are making a commitment to the Coach.

SAGE Team Leader Signature

Date

Planning a Business

Brainstorm about how various ideas might work for your team, or how existing activities may be tailored to meet the SAGE competition criteria.

Ask yourself, “What really bothers me? What can I do about it?” These types of questions can often lead to viable business ideas.

Discuss local economic issues that the team might address. Your SAGE sponsor, a Business Advisory Board (BAB), faculty adviser, friends, parents and community leaders are all good resources to use when brainstorming ideas. Include college mentors as much as possible in your business planning. Read the judging criteria to determine how your ideas can fit in the competition.

There are so many business ideas that can be pursued by entrepreneurs today, especially with issues such as global warming, high cost of fossil fuel, carbon emissions, landfills filling up with harmful plastic bags and obsolete high-tech equipment, and....the list goes on and on. Now is an ideal time for youth to use their school learning to explore ways to find a market niche by creating businesses that consider alternative energy, alternative transportation, alternative consumption patterns and new ways to recycle. SAGE gives teenagers an outlet for their creative business ideas! Re-think. Recycle. Reclaim. Re-use.

You can find examples of SAGE businesses by reviewing the annual reports from SAGE teams that participated in previous tournaments. They can be found at <http://sageglobal.org>.

Ideas for businesses by prior teams include starting a health food snack bar, conducting energy audits, manufacturing designer bags, manufacturing a board game teaching business skills, creating a web consulting business, inventing a new product, selling Frisbee golf discs, and manufacturing jewelry and/or candles. Hint: writing a good business plan or lean canvas before beginning operations is a very wise move!

There are outstanding examples on the Internet; also, your school may already be offering the learning materials provided by the National Foundation for Teaching Entrepreneurship (NFTE—see <http://www.nfte.org>), Junior Achievement (see <http://www.ja.org>) or Virtual Enterprise, International (<http://www.veinternational.org>).

Also, as we explain below, SAGE has 17 global special competitions. We encourage all SAGE teams to create business and social ventures that address the UN’s Sustainability Goals.

Funding Your Business

Be sure to ask your SAGE coach for advice here.

If your SAGE team is affiliated with a school, make sure to obtain your school’s approval before you start a business, or undertake any fundraising activities. Follow your school’s guidelines and regulations.

To obtain startup capital, you can consider various fundraising activities, from bake sales and garage sales to monetary or in-kind solicitations. Some teams obtain funds from student government. Your team will need to determine what works best.

It is much easier to obtain funding when you have a specific business in mind, and potential financial supporters are much more likely to fund your business if they are included in the planning and operation of the your business.

Many companies offer grants through their individual stores. Please consult your local store managers and ask about their store's community grants program.

Documenting Activities

Take snapshots or video footage of activities; keep copies of all media coverage, educational lesson plans, letters your group receives; and maintain a list of all activities completed with dates. These will be invaluable when your SAGE team prepares its annual report and verbal presentation. See the SAGE web site for examples of Annual Reports from previous SAGE World Cup teams.

Frequently Asked Questions (FAQs)

It takes a bold teacher/entrepreneur/leader to be a SAGE Coach. Below, we answer several questions that you may have before launching a SAGE program in your community.

1. How do I start a SAGE team?
2. What does SAGE provide to schools interested in starting the program?
3. Will participating in SAGE prevent me from participating in other student groups at my school?
4. What is the minimum or maximum number of members required for a SAGE team?
5. How much money does it cost to run a SAGE program?
6. Does SAGE Global provide funding to SAGE teams?
7. Can students receive course credit for participating in SAGE?
8. How many hours per week do I need to commit to SAGE?
9. Can a SAGE team have more than one SAGE Coach?
10. How are SAGE mentors, coaches and high school faculty trained?
11. Does SAGE compete with other high school business organizations, like Junior Achievement, DECA or FBLA?
12. What are some of the outcome measures of SAGE regarding benefits to the students involved?
13. How do SAGE competitions link teens to community leaders?
14. May a high school have more than one SAGE team?
15. What if my country or school doesn't permit teens to start real businesses because we are too young?
16. Can I continue with SAGE after I graduate from high school?

1. How do I start a SAGE team?

The initial step involved with starting a SAGE team is to identify a teenager who wants to start his or her own business, and for them to recruit at least two more teens to help them organize, launch and operate the business.

If you are a high school student team, you must obtain support from your administration and identify a teacher to act as the adult ally for the team. In the USA, if a school participates in SAGE, it must adopt our curriculum, "Turning Risk into Success (TRIS): A Teen Entrepreneurship Program." See <http://sagetrism.com>. Exceptions are made for schools that already use an accredited entrepreneurship curriculum. Teams outside the USA, while not mandated to use our curriculum, are highly encouraged to do so.

The key is to find an entrepreneurially minded teacher who sees SAGE as a way to showcase their students' creative work. It's not so much the amount of resources that matters most; rather, what matters most is to find an innovative teacher who is truly dedicated to teenagers, and one who has the courage to allow the teens to show the outside world what they are learning.

If you cannot find a teacher willing to be your SAGE Coach, please feel free to contact Dr. Curt DeBerg at cdeberg@sageglobal.org. He will assign university business students to become your SAGE Coach, and they will conduct live meetings with you via Skype teleconferencing. If you do not have a webcam, SAGE will provide you with one. These teams must also use the TRIS curriculum, or a viable alternative.

In short, starting a team involves finding committed students to take on leadership roles within the team and develop the team further by recruiting other students. The SAGE team should work directly with the regional or national SAGE coordinator. If you are unsure who to direct your questions, please feel free to contact Dr. Curt DeBerg at cdeberg@sageglobal.org.

2. What does SAGE provide to schools interested in starting the program?

SAGE provides a tremendous amount of information on its global web site: <http://sageglobal.org>.

We also provide a curriculum (see <http://sagetrism.com>), consulting advice from the SAGE Home Office, which consists of a highly qualified team of Chico State University SAGE Leaders. We can also provide sample letters to possible funders, such as banks and insurance companies, to help finance your operations.

3. Will participating in SAGE prevent me from participating in other student groups at my school?

No—while SAGE will require some of your time, you are still able to participate in other student groups. In fact, students already involved in student groups are ideal candidates for being part of your SAGE team.

4. What is the minimum or maximum number of members required for a SAGE team?

You must have at least three (3) teenagers to start and operate a SAGE team. There is no maximum; your entire school can be a part of SAGE! If you are not affiliated with a school, we will assign Chico State University mentors to help you.

5. How much money does it cost to run a SAGE program?

This depends on your business. Service businesses require very little startup cash; product businesses require you to buy inventory first. In either case, you should create a budget for your SAGE team based on a business plan. To start a business, you need startup capital. Usually, you can get startup capital through donations, grants, fundraisers, personal savings or loans from relatives. There is no cost to join the SAGE network.

6. Does SAGE Global provide funding to SAGE teams?

No—SAGE Global does not provide any funding to SAGE teams. Initial funding for your team can be obtained through fundraising initiatives or the business run by your SAGE team. You are encouraged to speak with your SAGE national representative for fundraising ideas. Sample grant proposals can be downloaded from the SAGE Global website. (Note: some retail stores offer community grants; in the US, these stores include Target, Best Buy, Wal-Mart, Staples, etc.).

However, each SAGE national coordinator is encouraged to help schools/SAGE teams seek funding for SAGE teams within their borders.

7. Can students receive course credit for participating in SAGE?

That is something that must be determined by the administration at each high school and SAGE Global has no involvement in that decision.

8. How many hours per week do I need to commit to SAGE?

There is no minimum number of hours you need to commit to SAGE, everyone works at different paces and some projects will require more of a time commitment than others. Keep in mind, though, the more you put into SAGE, the more you'll get out of it.

9. Can a SAGE team have more than one SAGE Coach?

Yes—SAGE teams may have more than one Coach; however, there will need to be one Coach that acts as the main contact point between your SAGE team and the SAGE National Coordinator.

10. How are SAGE mentors, coaches and adult allies trained?

SAGE Global now provides "Master Teacher Training Workshops" for schools that adopt TRIS (see <http://sagetraining.com>).

11. Does SAGE compete with other high school business organizations, like Junior Achievement, DECA, FBLA, NFTE or Virtual Enterprise, or Youth Entrepreneurs.

SAGE is not a competitor for existing high school business organizations, and it does not advocate any one curriculum over another. However, we do recommend certain entrepreneurship programs that are widely-known and respected, such as the Network for Teaching Entrepreneurship—NFTE—curriculum (see www.nfte.com), Junior Achievement (www.ja.org/), and www.build.org.

SAGE is an exciting avenue to showcase the activities completed by the high school SAGE students, no matter what curriculum they use or what business club they may already be a part of! The good news is that they can present the results of their work to influential leaders. Moreover, SAGE encourages SAGE teens to develop a direct connection to nearby colleges through the SAGE mentor/consultant criterion.

It is important to point out several of SAGE's unique features:

1. SAGE allows teens to build either a for-profit business or a non-profit business.
2. Businesses are judged primarily on business operations, social impact, creativity & innovation, and sustainability to continue operating after the school year ends.
3. Environmental stewardship and civic engagement are embedded in the social impact-judging criterion.
4. In order to participate in a SAGE tournament, a SAGE team must meet certain milestones during the year. For example, in the United States, the following milestones must be achieved:
 - By December 1, 2019: Submission of your intent to participate
 - By April 15 2020: Submission of an acceptable annual report
 - By June 5, 2020: Travel the SAGE National Tournament
5. SAGE has regional and/or a national tournament to showcase the entrepreneurial ventures created and operated by the teams; the best teams advance to the SAGE World Cup.
6. SAGE encourages students to continue/sustain their existing businesses by allowing teams to enter the same business venture for up to three years.

12. What are some of the outcome measures of SAGE regarding benefits to the students?

Based on a survey of teens participating in recent SAGE World Cup tournaments, we found that: (1) over 90% of the teens are more confident about their future because of business skills they have learned through SAGE; (2) over 90% of the students more strongly believe that giving back to the community is an important part of a business's social responsibility; (3) 84% of the students are now more highly motivated to pursue a college or university degree; and (4) 95% of the students consider themselves to have a broader worldview, and are now more accepting of people from other backgrounds and cultures.

After each competition, SAGE collects the annual reports and multimedia presentations, and accompanying media coverage and creates a portfolio for each team. This portfolio allows us to summarize the quantity and quality of ventures created, operated and sustained during the year. Other descriptive statistics are also collected, summarized and analyzed, including:

1. Number of new or improved businesses
2. Number of annual written reports summarizing each team's activities
3. Number of verbal presentations made at state and national SAGE competitions
4. Number of business and community leaders directly involved as SAGE BAB members
5. Number of business and community leaders directly involved on a "SAGE Jury" of panelists who evaluate the written reports and multimedia presentations (this form of assessment leads to benchmarking and continuous improvement among all SAGE teams)
6. Number of university mentors (usually 2 per SAGE high school) who assist each SAGE team in identifying, completing and reporting its projects
7. Number of gross impressions made by media obtained, including newspaper, radio, television and Internet.

13. How do SAGE competitions link teens to community leaders?

Through their competitions against other teenage SAGE teams, the SAGE competition offers a forum for teenage teams to present their activities to a panel of distinguished judges. These judges represent a cross-section of local leaders, including CEOs, entrepreneurs, policymakers, educators and the media.

SAGE business supporters (individuals, corporations, and foundations) provide financial support for the competitions, serve as judges and competition coordinators, and provide funds for prize money and trophies awarded to winning teams. SAGE is an all-inclusive student association, allowing for maximum participation from many existing or new secondary school organizations promoting business and economic literacy, with an emphasis on the development of communication, leadership and teamwork skills.

Because of the skills acquired by SAGE students, SAGE donors actively recruit participants in SAGE for employment. Also, university and community colleges that have active SAGE teams in their areas actively recruit secondary school students who want to continue their SAGE experience in higher education.

14. May a high school have more than one SAGE team?

Yes! A secondary school or other organization serving teens may now have several competing SAGE teams. Also, if students from more than one high school wish to come together as one team, that is permissible. Example: Teen members of a Boys and Girls Club's "Keystone Club."

15. What if my country or school doesn't permit teens to start real businesses because we are too young?

In some countries, teens are not legally able to launch their own companies until they are of legal age. For example, the legal age in the United States is 18. Remember, though, that SAGE is an education organization, first and foremost. The overarching goal is help teens learn how to start and operate their own venture, so that when they get older they have the knowledge and skills to create a legal business. In the meantime, though, teens can either create "hypothetical businesses" under the watchful eye of their SAGE Coach and mentors, with "profits" being rolled back into the business and/or paid out in the way of "scholarship" dividends!

16. Can I continue with SAGE after I graduate from high school?

Yes, you may continue your business for up to three years, and if you are still a teenager by the time of your national competition, you can compete in the SAGE tournament. If you discontinue your business and go on to university, you can serve as a university mentor to active SAGE teams at your high school. And once you graduate from university, you can become a member of their business advisory board.

Incentive for Teachers and Students

One of our mottoes is, “Creating Better Futures through Entrepreneurship.” SAGE provides an avenue by which the innovative businesses started and operated teenagers can be showcased. We provide a formula for education and economic reform that so far has proven to be successful; after 17 years, we have shown real results in how we have changed the lives of teenagers, both from advantaged and disadvantaged communities.

Consider the words of a SAGE student from a couple years ago: “When I began SAGE as a sophomore, I was shy and quite afraid of public speaking. Through SAGE, not only was I able to gain confidence but I was able to start my own business and help people around the world.” And consider another: “Before SAGE, I wanted to become a doctor. After SAGE, I want to become a doctor and build hospitals.”

There are many benefits for teens involved in SAGE. They will have the ability to:

- Do real work versus just completing class assignments, and have a hand in determining their own activities.
- Improve their community directly and by setting an example for peers and adults; many of the projects address the Millennium Development Goals.
- Be encouraged to think creatively in developing and implementing solutions.
- Meet and network with business, community, and civic leaders.
- Develop teamwork, leadership, time-management and communication skills.
- Gain curriculum specific knowledge in a stimulating way.
- Travel to regional and/or possibly a national competition between February 2020 and June 5, 2020.
- Meet and network with other teenagers locally, nationally, and internationally during competition time.
- Have the chance to travel internationally to participate in SAGE World Cup in August 2020; there they will meet students from around the world.
- Strengthen their college applications: extraordinary activities, letters of commendation, references.
- Have the chance to compete for prize money.
- Strengthen their job applications (if they choose not to continue with their business): business and leadership skills, letters of commendation, references.
- Show their adult abilities by assuming adult roles.
- Help people in other countries by doing business with them.
- Be at the forefront of an historic change for a better world.
- Perhaps make money for college or to expand their business.

If a SAGE team is sponsored by its local high school, the SAGE teacher will also see several benefits. First, because students complete activities during the year in anticipation of presenting the results orally and in writing at the end of the year, they have a motivation other than grades. Second, by encouraging students to participate in a friendly competition, the quality of programs goes up from one year to another. Third, by providing teenagers with the opportunity to showcase their best activities in front of peers and a panel of influential judges, under the direction and guidance of their college mentors/consultants, SAGE provides a formal link between high schools, universities, and business that is currently missing.

In addition to the benefits listed above, a teacher will have the ability to:

- Motivate students in a fun, competitive way.
- Introduce students to an innovative form of activity- based learning.
- Offer a unique way to help students learn entrepreneurship knowledge and skills.
- Explain the differences between opening & operating a for-profit business and a nonprofit organization.
- Establish a network of business, civic and education leaders.
- Gain attention for the achievements of your students.
- Travel to regional and/or the national; the champion team(s) in each country advances to the international competition.

In summary, SAGE is filling an unmet need. Competition based on innovation, social responsibility, business involvement, and mentorship are key aspects that set SAGE apart from other youth education programs.

SAGE Code of Conduct/Ambassador's Creed

In the SAGE organization, where borders between countries are becoming increasingly transparent, principles adhered to by SAGE network participants are becoming the necessary criteria for building a good reputation in the international business community. The following ambassador's creed is the basis on which ongoing quality relationships are formed and maintained. This Ambassador's Creed should be applied in good faith, with reasonable business judgment, to enable SAGE to achieve its mission within the framework of the laws of each participating country. It applies to all individuals participating in the SAGE network in any capacity (including, but not limited to, SAGE employees, SAGE student team members, SAGE Coaches/Teachers/ Adult Allies/Sponsors, judges at SAGE tournaments, alumni and members of the SAGE Global Board and Business Advisory Boards). These individuals will be referred to as network participants within this Ambassador's Creed.

SAGE Ambassador's Creed

As a SAGE ambassador I have the rare opportunity to help others fulfill a personal dream and create an honorable legacy; namely, by helping to make manifest a vision to bring benefit to humankind. I will do my best to enable teenagers to fulfill their potential for individual self-reliance and freedom, and encourage them to practice community sustainability and environmental stewardship. I will also encourage transnational understanding and cooperation. In short, as a SAGE ambassador, I will serve as a mature role model and contribute my wisdom to help the teenagers.

I shall strive to avail myself fully of this opportunity by enabling youth and young adults to:

- learn about SAGE,
- participate in SAGE,
- start up business and social ventures which become replicable and self-funding,
- develop into dedicated and indefatigable social entrepreneurs.

To bring these benefits to our emerging generation, I shall

- recruit or assist in recruiting a SAGE ambassadorial team which would subscribe to this creed;
- facilitate the underwriting for SAGE in the city or country in which I represent SAGE;
- invite youth and young adults to avail themselves of SAGE;
- invite professionals to mentor the youth and young adults in SAGE and evaluate social ventures so that they operate optimally;
- work cooperatively with governments, institutions, and other organizations so as to advance all programs consistent with the guiding philosophies of SAGE.

At all times, I shall teach and advise others on the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring and citizenship:

- integrate the Six Pillars of Character into all my activities;
- teach and utilize the best practices of social entrepreneurship, so that an example be set for youth and young adults;
- teach that community and compassion come first for social entrepreneurs; cooperate with SAGE so that the SAGE vision be fulfilled.

Liability Disclaimer

By participating in the SAGE program or SAGE tournaments, the participating team members, academic institutions, teachers, parents and adult allies acknowledge that SAGE is not responsible for team businesses, projects, activities or events. SAGE Coaches and team participants will follow the guidelines set forth in the SAGE Information Handbook 2019-2020 and their own institutional policies and regulations. Travel to SAGE events is strictly at each participant's own risk and expense. SAGE shall not be liable for injury or loss of property traveling to or during a SAGE tournament.

Participating SAGE Coaches and team participants agree to release, fully discharge, indemnify and hold harmless SAGE, its affiliates, officers, directors or representatives, from any and all liabilities, losses, claims, judgments, damages (whether direct or indirect, consequential, incidental or special), expenses and costs (including reasonable fees and expenses of counsel) that they may suffer or incur by reason of participating in any way in the SAGE program or at a SAGE tournament.

SAGE Judging Criteria for all competing businesses

Note: Judges will be given 10 minutes to review the annual report; teams then orally present for 13 minutes, followed by 7 minutes of questions and answers.

**Both for-profit and non-profit businesses can compete together in an effort to meet the same criteria.*

5 categories worth 20 points each

- **Business Operations**

1. Sales and Marketing (5 points)
2. Accounting and measuring business operation results (5 points)
3. Strategic Planning (5 points)
4. Structure and organizational management (5 points)

- **Social Impact**

1. Measuring Results of Impact (5 points)
2. Serving a local or global community need (5 points)
3. Primary business focus serving a community need (5 points)
4. Addressing the U. N. SDGs (5 points)

- **Creativity and Innovation**

1. New or improved business model (5 points)
2. Meeting an unmet need in a market or community (5 points)
3. Demonstrating critical thought and problem solving (5 points)
4. Potential to inspire change (5 points)

- **Sustainability**

1. Teamwork (5 points)
2. Succession Planning (5 points)
3. Market Viability (5 points)
4. Ethics and Integrity (5 points)

- **Overall Presentation**

1. Annual Report (7 points)
2. Oral Presentation (5 points)
3. Questions & Answers (8 points)

Description of SAGE Judging Criteria

- **Business Operations**

1. Sales and Marketing (5 points)
 - a. How well has the team demonstrated an understanding of sales and marketing?
2. Accounting and measuring business operation results (5 points)
 - a. How well has the team maintained basic accounting of the business and how well has the team measured the results of their business operation?
3. Strategic Planning (5 points)
 - a. How well has the team used intentional strategies to plan and operate the business?
4. Structure and organizational management (5 points)
 - a. How well has the team developed and operated an organized structure for the management of the business?

- **Social Impact**

1. Measuring Results of Impact (5 points)
 - a. How well has the team measure the results of their social impact?
2. Serving a local or global community need (5 points)
 - a. How well has the team served a local or a global community need?
3. Primary business focus serving a community need (5 points)
 - a. Is the business' primary focus to serve a community need?
4. Addressing the U. N. SDGs (5 points)
 - a. How well does the business address any one of the U. N. SDGs?

- **Creativity and Innovation**

1. New or improved business model (5 points)
 - a. How successful is the team at creating something new or improving something that exists?
2. Meeting an unmet need in a market or community (5 points)
 - a. How well has the team addressed an unmet community need?
3. Demonstrating critical thought and problem solving (5 points)
 - a. How well has the team utilized critical thought and problem solving in the development and operation of the business?
4. Potential to inspire change (5 points)
 - a. How well does the team's business inspire a positive change?

- **Sustainability**

1. Teamwork (5 points)
 - a. How well does everyone work together as a team?
2. Succession Planning (5 points)
 - a. How well has the team prepared for succession planning?
3. Market Viability (5 points)

- a. How viable is the team's business in the marketplace they've chosen?
- 4. Ethics and Integrity (5 points)
 - a. How well has the team demonstrated a commitment to ethics and integrity in developing and operating their business?
- **Overall Presentation**
 - 1. Annual Report (7 points)
 - a. How well has the team represented their business and the judging criteria within a 4 page annual report?
 - 2. Oral Presentation (5 points)
 - a. How well has the team represented their business with an oral presentation?
 - 3. Questions & Answers (8 points)
 - a. How well has the team performed with questions & answers (please look for platform skills & stage presence, articulating their knowledge of the business, a balance of information shared among the presentation team, and congruency of answers with the information shared in their annual report and oral presentation)?

Presentation Question and Answer Period

Note: There will be a mandatory 7-minute Q and A period following the oral presentation

If SAGE students finish their oral presentation in exactly 13 minutes, the team will be given exactly 7 minutes to answer questions from the judges. If they finish in less than 13 minutes, the team will be given more time for Q and A. For example, if a team finishes its oral presentation in 12 minutes, it will be given a total of 8 minutes for Q and A.

Judges will be looking for:

1. Overall Effectiveness—Based on questions from the judges, overall, how well did the students demonstrate knowledge of the business(s) described in the written report and oral presentation?
2. Balance—Did students share responses, or did one or two students dominate?
3. Poise—Were the students confident and polished?

National Competitions

National Competitions Overview

SAGE teams will travel to a national competition sometime between February and June 5 (dates and locations pending). Some countries may opt to conduct regional/ provincial competitions, and invite the regional winners to the national event.

All national competitions must be completed by June 15 in order to give the SAGE World Cup host country enough time to help each SAGE delegation secure visas and plan the event.

The first AND second place teams from the national competitions will be invited to the SAGE World Cup.

The competition is often hosted by a university or SAGE Coordinator in your area. At the competition, SAGE teams are assigned to “leagues,” just like in athletic competitions. Each team presents the results of their activities to a panel of judges. The SAGE team that is rated the highest in the country is known as the SAGE Country Champion.

Each team makes a 35-minute live presentation to a panel of business and civic leaders (10 minutes set up and handout annual reports to judges, 13 minutes oral presentation, 7 minutes for questions and answers, and 5 minutes for exiting the room while the judges score the team). This presentation describes how a SAGE team’s business activities have met the judging criteria.

The next SAGE World Cup is scheduled to take place in August 2020. The first AND second place winners of the SAGE National competitions are invited to represent their country at the World Cup. Please refer to the SAGE web site for continuous news and updates.

Written Annual report

The written report is the first impression the judges get of your year’s work. Make your report easy to follow by clearly identifying sections with the corresponding judging criteria. Samples of annual reports can be downloaded by going to <http://sageglobal.org>.

Please make sure the report is written in English. Suggestion: make sure someone who is very fluent in English proofreads and edits your report. A SAGE consultant or mentor available by e-mail can tell you whether your report would need editing, after which somebody at your school or in your community would proofread.

Written annual reports are limited to a total of four (4) printed pages on 8 ½ by 11 paper (or two pages front to back). If your team uses a cover or back page it will count as one of those four pages.

You may also attach copies of any newspaper coverage, and other evidence of media attention, of your activities. It would be helpful for the growth and prestige of our organization if SAGE is mentioned in the article. You may also attach sample newsletters and photos of billboards, etc. Also, presenters may distribute their personal business cards.

Teams may not distribute copies of business plans or letters of commendation, or samples of products. Violation of this rule will result in an automatic 5-point deduction from the total of 100 points available. Additionally teams can display their products but may not give gifts to judges.

Your team should bring 40 copies of your team’s annual report to be handed out to the SAGE judges.

During the ten-minute setup period, we urge your team to display the annual report on the computer projection screen, one page at a time, so that judges and other audience members can see the report.

Oral Presentation

Competition presenters should write their own parts of the presentation so they are very familiar with the contents. Visual documentation should accompany the oral presentation. Presentations vary, with teams using slide projectors, video monitors, or computer presentations for visual documentation. Teams may demonstrate sample products, but they are not permitted to hand them out for judges to examine.

You may want to ask the college mentors, your advisory board, or your speech and drama teachers at your school to critique your presentation and make suggestions for improvement. Presentation team members need to be familiar with every activity.

Presentation details

Each SAGE team will be given a 35-minute time block at the competition. During the first 10 minutes, while judges read and score the annual reports, the team will set up its equipment, set up props, etc. The team will then have 13 minutes to give their oral/audio-visual presentation, followed by a 7-minute mandatory question and answer period. Finally, in the last 5 minutes, students will remove all their equipment and exit the room while the judges score the team.

Anyone (including the SAGE Coach) may assist the team with set up or operation of AV equipment. However, only the student team members may participate in the presentation or answer questions from the judges.

While we encourage SAGE teams to demonstrate their products during the presentation, teams should be careful not to use harmful ingredients or techniques that may create problems with the conference venue. If the presentation materials appear to be in violation of this rule, in the opinion of the league coordinator, the team will be banned from using such ingredients or techniques.

To see a sample presentation, we invite you to go to http://www.youtube.com/watch?v=NHo_MQGmhkA&feature=youtu.be.

Presentation Equipment

The SAGE host will provide one large projection screen and two extension cords, and an equipment stand or cart to hold your team's laptop and visual projection system.

Teams must bring their own laptops, video projectors, and sound systems. Every effort will be made by the host to supply the video projectors, but each team is responsible for ensuring that they have their own laptop and video projector. Costs to rent equipment, on site, are the responsibility of the SAGE team, not the SAGE host.

Practice time in practice rooms

Every effort will be made by the SAGE tournament host to allow SAGE teams to practice in designated practice rooms. Teams should be respectful of other teams, and only remain in the room for 15-minute periods unless no other teams are waiting.

General Information

1. Except for the annual report (and media, if any), the only other items that can be handed out are business cards of SAGE team members. However, teams may display products by holding them up during and after the oral presentation, but they cannot hand out products for judges to individually examine.
2. Members of local TV, radio, or newspaper media have full access to all presentation rooms at any time. All teams should be prepared for the possibility of the media taking video or photos of their presentation. By participating in SAGE, all guests (e.g., student presenters, observers, judges, coaches, teachers, etc.) implicitly allow their faces and images to be used in future media for SAGE.

SAGE World Cup 2020

The host country for each SAGE World Cup will be selected on or before January 31, 2020. We will provide more details at <http://sageglobal.org> as they are finalized. The World Cup will take place in August.

Two SAGE teams from each country are invited to the World Cup: the first AND second place teams from each national competition. In the event the first or second place team cannot attend, the third place will be invited to attend in its place. The second place teams will compete first, with the winner advancing into the first place bracket. That team will compete against the first place team from the same country in the first round.

Expenses

The SAGE host, working with SAGE Global, intends to pay for meals and for lodging for each official country delegation. The number of meals, lodging nights, and size of the official country delegation will be finalized by June 30, 2020, in order to provide enough time for participants to obtain travel visas.

Airfare, visa fees, and ground transportation to and from the airport at the host city are the responsibility of each national delegation.

Please note, the official country delegation maximum number will be set by the SAGE host and SAGE Global. If there are additional people who wish to attend, they may do so as unofficial delegates based on space availability and payment of a registration fee. It is the sole discretion of the National Coordinator to designate who is an official delegate and who is an unofficial delegate. Unofficial delegates must pay for their own expenses.

Overall Awards and Prize money

The SAGE World Cup champion, the first runner-up and the second runner-up teams will win prize money of \$2,000, \$1,000 and \$500.

Prize money for these awards is provided by one of SAGE Global's most supportive sponsors, the Ken Grossman/Katie Gonser family of Chico, California.

1. The awards will be given to the SAGE World Cup Champion, First Runner-Up, Second Runner-Up, and Third Runner-Up.
2. SAGE World Cup judges will select the top three awards. The awards will be as follows:
 - a. US \$2,000 and a trophy for the first-place team

- b. US \$1,000 and a trophy for the second-place team
 - c. US \$500 and a trophy for the third-place team
- 3. The prize money is intended to be used by the winning teams to defray the expenses associated with attending the international competition and/or be invested in their business ventures and/or be invested in continuing their education in a college or university.
- 4. The three championship round teams will be featured on the websites maintained by SAGE.

Special Competition Awards and Prize Money

There will be 17 special competitions for Best Enterprises Addressing the UN Sustainable Development Goals (SDGs). Details about these goals can be found here: <https://sustainabledevelopment.un.org/topics>

SAGE teams advancing to the SAGE World Cup are eligible to submit their entries for consideration for one or more of the 17 goals. The winning team in each category will receive a plaque and prize money. The goals are to:

- End poverty in all its forms everywhere.
- End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.
- Ensure healthy lives and promote well-being for all at all ages.
- Ensure inclusive and quality education for all and promote lifelong learning.
- Achieve gender equality and empower all women and girls.
- Ensure access to water and sanitation for all.
- Ensure access to affordable, reliable, sustainable and modern energy for all.
- Promote inclusive and sustainable economic growth, employment and decent work for all.
- Build resilient infrastructure, promote sustainable industrialization and foster innovation.
- Reduce inequality within and among countries.
- Make cities inclusive, safe, resilient and sustainable.
- Ensure sustainable consumption and production patterns.
- Take urgent action to combat climate change and its impacts.
- Conserve and sustainably use the oceans, seas and marine resources.
- Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.
- Promote just, peaceful and inclusive societies.
- Revitalize the global partnership for sustainable development.

What are people saying about SAGE?

Testimonials

"It is our duty to do to spread the message of entrepreneurship so that we can make sure that SAGE lives in schools across the African continent and the world at large."

—Ndaba Mandela, CEO, Africa Rising Foundation (grandson of Nelson Mandela)

"Investment in youth's entrepreneurial capacity as future leaders of national economies is not only desirable but must be pursued with vigour. Central Bank of Nigeria will make SAGE one of its financial literary champions in our new campaign to establish six Entrepreneurial Development Centers across the country."

—Sanusi Lamido Sanusi, Governor, Central Bank of Nigeria

"When I began SAGE as a sophomore, I was shy and quite afraid of public speaking. Through SAGE, not only was I able to gain confidence but I was able to start my own business and help people around the world."

—Allie Marasco, SAGE student, 2009–2011, Co-owner, Small World Publishing

"In my humble opinion, the U.S. Mission accomplished more with a few hours of our time and a couple hundred bucks than we accomplished with the entire foreign aid budget for Africa in a year. In short, the SAGE staffs are my heroes because you don't talk about changing the world, you're doing it!"

—Rich Shields, former Financial Management Officer, U.S. Mission to Nigeria

"The presentations were definitely better than some of the start-up presentations I've seen from adults."

—Mark Velligan, Director of Portfolio Management at Genentech

"Before SAGE, I wanted to be a doctor. Now, I want to become a doctor and build high schools."

—SAGE student from Nigeria (Garki Senior Secondary School, Federal Capital Territory)

SAGE in the Media

Based on the results of the national and international SAGE programs the past few years, we have received outstanding state and national attention the past couple years. Examples include:

- <http://www.youngsocialinnovators.ie/latest-news/dublin-ysi-team-win-sage-world-cup-2017>
- <https://www.businessworld.ie/news/Dublin-Students-Win-Global-Social-Entrepreneurship-Award-569150.html>
- <https://www.facebook.com/sageisrael/>
- <https://www.facebook.com/SAGECanada>
- <https://www.bizjournals.com/buffalo/news/2017/10/05/student-entrepreneurship-teams-from-mount-st-mary.html>
- <http://www.smedan.gov.ng/index.php/news/113-smedan-signs-mou-with-sage.html>
- <http://www.thetidenewsonline.com/2017/08/25/smedan-boss-hails-nigerias-2017-sage-delegates/>

SAGE Videos on the Web

SAGE World Cup 2017 Videos

1. SAGE World Cup 2017 Winning Teams: https://youtu.be/XF_aGsoH2Mc
2. SAGE World Cup 2017: Country Day (English):
<https://www.facebook.com/worldcupbage/videos/323584621402312/>
3. SAGE World Cup 2017: Welcome to SAGE from Odessa Mayor:
<https://www.facebook.com/StartupsWorldCup/videos/333095093787511/>
4. SAGE World Cup 2017: TV Coverage (Russian):
<https://www.facebook.com/worldcupbage/videos/vb.255302728230502/322789271481847/?type=2&theater>
5. SAGE World Cup 2017: Award Ceremony (Russian): https://youtu.be/XF_aGsoH2Mc
6. SAGE World Cup Winning Team from Israel: <https://youtu.be/pnZ-ErRQf5E>
7. SAGE World Cup 2016: Relax for Champions (English):
<https://www.youtube.com/watch?v=fexoYpf4JG8>
8. The same in RUSSIAN SAGE World Cup 2016: <https://www.youtube.com/watch?v=-OU19jVPdJc>
9. SAGE World Cup 2016: https://www.youtube.com/watch?v=0KEBO_98w3M
10. SAGE World Cup 2016: <https://www.youtube.com/watch?v=yYjNuzUpao0>
11. SAGE World Cup 2016: <https://www.youtube.com/watch?v=Mw2OLtS8rXM>
12. SAGE World Cup 2016: <https://www.youtube.com/watch?v=ma7nsiELA8Y>

Other videos:

- <https://www.youtube.com/watch?v=4J9fCyyy5hc&list=PLjZ18644S3VHFUkKEfE95HiNoOi2V6YNO> <https://www.youtube.com/watch?v=7COMCi10FS8>
- https://www.youtube.com/watch?v=UwW8o01_sRs
- <https://www.youtube.com/user/SAGEgeneration>
- <https://www.facebook.com/worldcupbage/videos/323584621402312/>
- <https://www.youtube.com/watch?v=lo-J6Lt1RVU>
- <http://www.youtube.com/watch?v=fzp-JlWLkt0>
- <https://www.youtube.com/watch?v=AlpDby5PLvg>
- <https://www.youtube.com/watch?v=Vo2POnHeZy8>
- <https://www.youtube.com/watch?v=5GkedZSUMWY>
- <http://www.youtube.com/watch?v=8791QHlea-4>
- <https://www.youtube.com/watch?v=4J9fCyyy5hc> <http://youtu.be/ZLqP9EPhaXg>
- <http://www.youtube.com/watch?v=WRV0aSUPNzY&feature=youtu.be>
- http://www.youtube.com/watch?v=2GbsCGYoZS0&playnext=1&list=PLE20B851883F2CCE5&feature=results_video <http://www.edutopia.org/students-make-business-learning>
- <http://www.bing.com/videos/search?q=SAGE+USA+Highlights>
- http://www.youtube.com/watch?v=z5mgcxHwkec&feature=player_embedded#

How SAGE Was Started

SAGE Founder Curt DeBerg authored a book, released in Spring 2014, entitled, *How High Is Up? The Rise, Fall, and Redemption of a Sam M. Walton SIFE Fellow*.

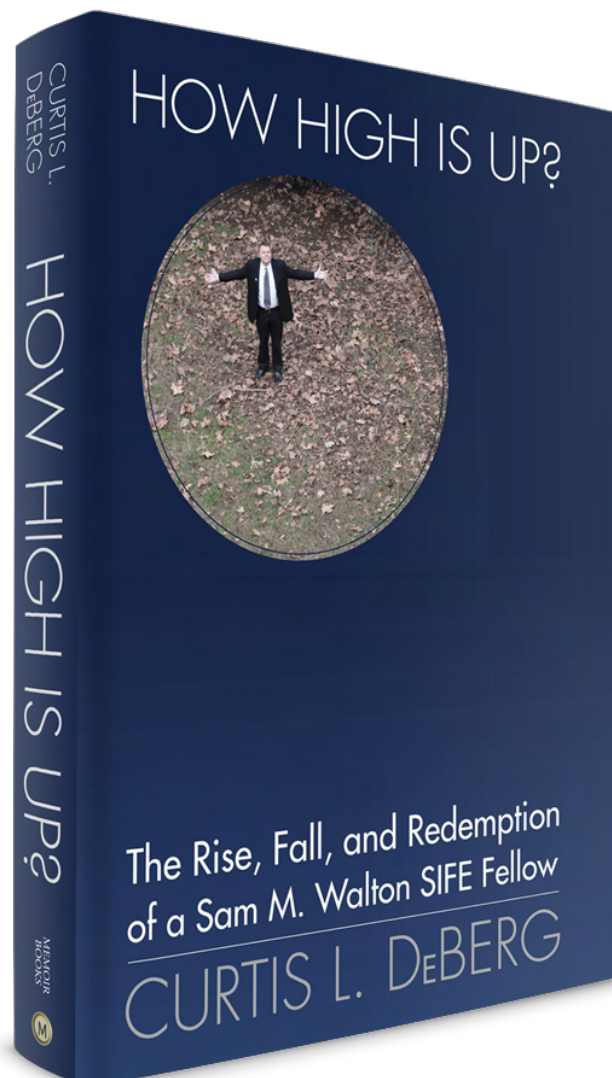
Dr. DeBerg chronicles his experience as a 12-year SIFE adviser, and how he and his Chico State students started SAGE in the summer of 2002.

Recent reviews on Amazon include:

If you want to share in the experience of David triumphing over Goliath, if you want a personal perspective of struggling against a powerful system and working tirelessly to make that system fair and functional, if you want to celebrate the joy of prevailing in spite of adversity and be heartened by an educator who brings uncompromising quality and passion to teaching our youth, you can't do better than reading Curtis DeBerg's insightful book.

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