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Book Blurb

Freddie and Billie's New Business Adventure

Two Teenagers' Journey Creating A New Venture



By

Paul B. Silverman

"Twenty years from now you will be more disappointed by the things you didn't do than those you did. So throw off the bowlines. Sail away from the safe harbor. Catch the wind in the sails. Explore, Dream. Discover."

Mark Twain

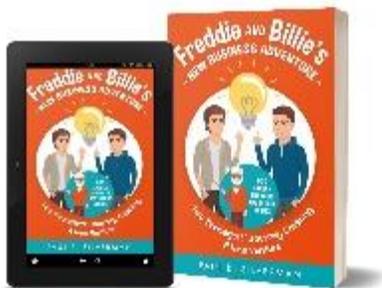


Book Details

The *Doc Larsen Business Adventure Series* draws upon the author's senior corporate and entrepreneurial management experience, teaching entrepreneurship and management at three universities, publication of two entrepreneurial management books and mentoring many new business managers.

Release date for the first book in the series, '*Freddie and Billie's New Business Adventure*' is June 22, 2020, with one additional title planned for release in 2020.

A portion of proceeds from all book sales is being donated to organizations committed to helping young entrepreneurs including Junior Achievement of America.



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The Challenge

So how do we create the next generation of young adult entrepreneurs? How do we educate and motivate young potential entrepreneurs, helping them understand how to plan, launch, and manage a new business?

Empowering young adults with entrepreneurship skills and new insights helps them excel no matter what career path they pursue. Entrepreneurship programs teach students critical thinking, problem solving, creativity, teamwork, ethics and social responsibility in addition to how to plan, develop, launch and manage a new business.

But there are challenges. Visit the YA shelf in any bookstore, and we see young adults prefer stories to textbooks. And compared to action stories, business is boring (sometimes it is - think *Basic Accounting*). But it doesn't have to be **if we develop creative strategies to attract, motivate, and educate young adult readers**. Scholastic Australia's 2016 Kids and Family Reading Report study shows more than one-third of teenage readers would increase their reading if the selected books would **teach them something new**. A review of today's leading YA books shows most of today's books do not meet this goal.

The Opportunity

To address this need, the author created the ***Doc Larsen Business Adventure Series*** to spur young adult interest in entrepreneurship, help young entrepreneurs evaluate and develop new business ideas and create successful new business ventures.

The conversational style of ***'Freddie and Billie's New Business Adventure'*** targets young adults and provides readers with a strong foundation to understand the challenges and solutions for creating a successful new venture.

Using conversations and storytelling techniques, not academic lectures, to develop a real business plan ensures Freddie and Billie's 'learn by doing' experience journey is shared with readers. ***Freddie and Billie's New Business Adventure*** achieves this objective by ensuring a light entertaining, highly readable, jargon-free style and structure with 'quotable' messages.

Educating Young Adult Entrepreneurs

Understanding how new ventures are developed typically demands a 'textbook' approach reviewing business models, marketing, strategy and this can be overwhelming. The author has taught many undergraduate and MBA courses at both undergraduate and graduate levels using sophisticated modeling tools and is currently teaching a senior level entrepreneurship course at George Mason University.



The author created the *Business In A Box™* system as an alternative, powerful, simple to understand tool to plan, launch and manage new ventures. The '*Business In A Box™*' system includes seven integrated models. Each model is easy to explain and shows how these fit together to plan the business providing a simplified streamlined process and a powerful tool helping young adult entrepreneurs develop a new venture plan.

The Story

Living near Long Island's south shore, Freddie Lampert and Billie Phillips were two high school seniors, spending all their spare time pursuing their favorite pastime, fishing. They had an idea for a new fishing jig- they designed it, built it, tested it, and it attracted more fish than any other jig. They knew they had a great idea.

So now what? Two high school seniors, planning for college, wanted to pursue a new business opportunity. Many more questions than answers, clueless on where to start, and as they said, '*... they knew zilch about business*'.

Both are older now, married with families, and co-founded a successful public software design company. And their teen year names stuck- Billie and Freddie. They share their story on their teen age business journey, through a three-hour interview on a new TV show, *Lessons For Young Entrepreneurs*.

They share their experience creating a new fishing jig business with the help of Dr. Ralph Larsen, or 'Doc', and his constant companion, Mitch, described as the 'droolingest' St. Bernard they ever saw, totally out of place on Long Island's south shore where they grew up. You see labs and retrievers but not St. Bernard's like Mitch who they thought '*... should have a drink casket around his neck and rescue skiers buried in mountain avalanches. Not many avalanches in Massapequa, NY.*'

The journey Billie and Freddie take, with Doc's mentoring, starting with an idea and creating an exciting opportunity is shared with readers in *Freddie and Billie's New Business Adventure*. So for a young entrepreneur like Freddie or Billie, thinking about a new business idea they want to pursue, maybe design a new kitchen tool, create a new pet accessory, or maybe develop a new fishing jig, and don't know where to start, or like the idea of 'doing your own thing', this book can help.

Helping young entrepreneurs is why *Freddie and Billie's New Business Adventure* was written. And if Freddie and Billie's entrepreneurial journey helps even one young entrepreneur say, '*I can do that*', the author will have accomplished his mission.

The Doc Larsen Business Adventure Series- Positioning to Address Today's Needs of Young Entrepreneurs

Two planned follow-on books build on the first book's model describing the entrepreneurial journey taken by several young aspiring entrepreneurs.



Entrepreneurship is a driving force in today's economy. The new book series is positioned to make a contribution to help motivate and educate the next generation of young entrepreneurs.

Statistics reinforce today's entrepreneurial revolution and show the importance of entrepreneurial firms (less than 500 employees):

- Today there are 27.8 million entrepreneurial businesses in the United States with fewer than 500 employees
- The entrepreneurial businesses account for 99.7 percent of all businesses, and 90 percent have fewer than 20 employees.
- Fifty-five million people work in entrepreneurial firms, representing 49 percent of all employees and 42 percent of all salaries paid to all salaries.

Young people are enthusiastically embracing entrepreneurship as a career choice. A Gallup survey reports that 40 percent of students in grades 5 through 12 say that 'they plan to start their own businesses'—and 38 percent said that their goal is to 'invent something that changes the world.' Targeting Entrepreneurship education at the high school level addresses an identified need.

Women entrepreneurs now own 31 percent of all privately held businesses in the United States. Today 11.3 million women-owned companies in the United States employ more than 9 million workers and generate sales of nearly \$1.6 trillion a year. Statistics show women-owned business are smaller and far less likely to attract equity capital investments than those that men start, but their survival rate is the same as businesses owned by men. Within the author's senior level entrepreneurship courses about 45 percent of students are young women.

Statistics also show strong interest in entrepreneurship among minority students. His-panics, African Americans, and Asians are most likely to become entrepreneurs. Hispanics own 12.0 percent of all businesses in the United States, African-Americans own 9.4 percent, and Asians own 6.9 percent.

Hispanics represent the fastest-growing segment of the U.S. population, and Hispanic entrepreneurs represent the largest and fastest-growing segment of minority-owned businesses in the United States.. More than 3.3 million Hispanic-owned companies employ more than 1.9 million people and generate more than \$468 billion in annual sales. A Kauffman Foundation study shows that Hispanics are 59 percent more likely to start a business than whites.

Minority entrepreneurs see owning their own businesses as an ideal way to battle discrimination, and minority entrepreneurs now own 29 percent of all businesses in the United States, and generate \$1 trillion in annual sales.

The Doc Larsen Business Adventure Series- Upcoming New Releases



Responding to young adult entrepreneurship market trends, two follow-on books in Doc Larsen Business Adventure Series will be led by a young woman and a minority entrepreneur.

In the upcoming releases, readers take a similar journey with young entrepreneurs, sharing the ups and downs, reinforcing the 'learn by doing' experience on their journey.

Each entrepreneurial journey introduces different, complementary skills within the 'Business In A Box™' planning system. While each book draws upon all seven models, *Freddie and Billie's New Business Adventure* focused most directly on the Market and Financial Models, showing how you develop sales channel strategies and understand financial impact. Upcoming books emphasize other Models such as Production and the In/Out (Logistics) Model, helping young entrepreneurs develop skills in these areas. Ensuring each book is both entertaining and a complimentary new learning experience will attract new readers.

Other Books by the Author

- ***Worm on a Chopstick: Understanding Today's Entrepreneurial Age: Directions, Strategies, Management Perspectives* - August 2011**

Selected as one of eight recommended books to read by Boards and Directors Magazine
<http://paulbsilverman.com/2011/12/13/boards-directors-35th-anniversary-edition-features-worm-on-a-chopstick/>

- ***8 Building Blocks To Launch, Manage, and Grow A Successful Business* - June 2015**

- *Upcoming Release:*

***SMART: Smart Technology, Smart Cities, Smart Management* (November 2020)**

Perspectives on opportunities, challenges, outlook and strategies for addressing today's 'smart' entrepreneurial revolution

About the Author



Paul B. Silverman's views are shaped by four decades of senior executive and management consulting experience, serving as CEO of early stage public and private companies, teaching entrepreneurship and management courses since 2002, publishing two entrepreneurial management books, and working with hundreds of early stage companies. For additional information refer to www.paulbsilverman.com.



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PAUL B. SILVERMAN AUTHOR, EXECUTIVE, EDUCATOR, AND SPEAKER

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