



CONTACT: Paul B. Silverman

Gemini Business Press

Box 2921

Reston, VA 20195

Tel: 703.850.5697

Fax : 703.738.7567

eMail : press@geminibusinessgroup.com

website : www.paulbsilverman.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

NEW BOOK RELEASED TODAY TARGETS YOUNG ADULTS TO CREATE THE NEXT GENERATION OF YOUNG ADULT ENTREPRENEURS

Teach young adults to fish and they eat. Teach young adults entrepreneurship and they think about business, understand how it works, how you evaluate ideas and shape ideas into business opportunities.

Entrepreneurship empowers young adults with a head start - thinking 'out of the box', testing traditional ways of thinking, translating physical actions into models to drill-down on potential opportunities. Entrepreneurship empowers young adults with a competitive edge entering the job market regardless of what career path they pursue. Entrepreneurship teaches students critical thinking, problem solving, creativity, teamwork, ethics, social responsibility and how to plan, develop, launch and manage a new business.

*All good, but there are challenges. Young adults prefer stories to textbooks. And compared to action stories, business can be boring. But it doesn't have to be if we develop creative strategies to attract, motivate, and educate young adult readers. And that is why I created the **Doc Larsen Business Adventure Series™** to spur young adult interest in entrepreneurship, helping them understand how to evaluate new business ideas and develop successful new ventures. Let's*



create the next generation of young adult entrepreneurs!

Paul B. Silverman June 2020

RESTON, VA – JUNE 17, 2020 *Freddie and Billie's New Business Adventure* by Paul B. Silverman is the first book in the ***Doc Larsen Business Adventure Series™*** providing young adults with new skills helping them plan, launch and manage a new business venture. Young readers are introduced to the *Business In A Box™* planning system with seven integrated models, developed by the author to introduce young adults to entrepreneurship and provide a strong foundation explaining drivers to create a successful new venture. The '*Business In A Box™*' seven model approach is a powerful system, simple to plan, launch and manage new ventures. Easy to explain, the models fit together offering a simplified streamlined process and a powerful tool helping young adult entrepreneurs develop a new venture plan. Using conversations and story-telling techniques, a light entertaining, highly readable, jargon-free style, not academic lectures, to develop a real business plan ensures Freddie and Billie's 'learn by doing' experience and journey is well received by young adult readers.

"My experience is young adult entrepreneurs have passion to 'do their own thing'. Think of two young kids selling cups of lemonade on the corner," said Paul B. Silverman, author of ***Freddie and Billie's New Business Adventure***. "But moving beyond a lemonade stand is tough with lots to know. I created the new ***Doc Larsen Business Adventure Series™*** to educate and motivate young adult entrepreneurs. I appreciated the positive reviews by initial reviewers for ***Freddie and Billie's New Business Adventure***, the first book in the new series. And if Freddie and Billie's entrepreneurial journey helps even one young entrepreneur say 'I can do that', I will have accomplished my mission," said Silverman.

Entrepreneurship is a driving force in today's economy. 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

The role of women entrepreneurs is also significant and 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.

Minority entrepreneurs now own 29 percent of all businesses in the United States, and generate \$1 trillion in annual sales. Hispanics own 12.0 percent of all businesses in the United States, African- Americans own 9.4 percent, and Asians own 6.9 percent. 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.

Responding to demographic trends, the two follow-on books in the ***Doc Larsen Business Adventure Series™*** will review new entrepreneurial ventures led by a young woman and minority entrepreneurs.

Freddie and Billie's New Business Adventure is available in print and Kindle editions in the United States and internationally via Amazon. Local bookstore, library and educational institution distribution is delayed until Fall 2020.

About The Story

“Want to buy an ice cold glass of lemonade, it’s really good, made with fresh lemons, only fifty cents a cup,” shouted a small boy and his friend, no more than eight, with a hopeful gleam in his eyes that you will say yes. And when you do, whether you are thirsty or not, you see a big smile- he made a sale and is on his way to making his first venture successful. This is not real venture-we know that- but to the very young entrepreneur he saw a need, thirsty people,



created a product that met that need, ice cold lemonade, and made a sale. He's happy and should be.

Fast forward a few more years. Living near the shore, they spend all their spare time pursuing their favorite pastime, fishing. And they have an idea for a new fishing jig- they design it, build a sample, test it, and it attracts more fish than any other jig. They know they have a great idea. So now what? More complicated than setting up a lemonade stand. Now high school seniors, planning for college, wanting to pursue the new business opportunity. Many more questions than answers, clueless on where to start, and as they say, '... know zilch about business'.

Helping these two teenagers, Freddie Lampert and Billie Phillips, plan, launch and manage their new venture, turn their idea into an opportunity, is the journey readers will take with the two teenagers in ***Freddie and Billie's New Business Adventure***.

Both are older now and successfully launched a public software design company, but their teen year names- Billie and Freddie-stuck. Both are married with families, and launched a successful software company several years ago. They share their story on their teen age business journey, through a three-hour interview on a new TV show, *Lessons For Young Entrepreneurs*. Sharing their journey, they review the ups and downs, and planning to create 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.

Freddie and Billie's New Business Adventure is the first book in the ***Doc Larsen Business Adventure Series™*** developed to provide young adults with new skills helping them plan, launch and manage a new business venture.

So if you are a young entrepreneur like Freddie or Billie, thinking about a new business idea you want to pursue, maybe design a new kitchen tool, create a new cookie business, create a new pet accessory, or maybe even develop a new fishing jig, you may also not know where to start.



Or you are a future entrepreneur, don't exactly know what you want to do but like the idea of 'doing your own thing', this book can help.

Helping young entrepreneurs on their entrepreneurial journey is why *Freddie and Billie's New Business Adventure* was written- new book releases in the new *Doc Larsen Business Adventure Series™* are planned in late 2020. For more information, refer to the book website

<https://paulbsilverman.com/books/freddie-billies-new-business-adventure/>.

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About the Author:



Paul B. Silverman's views are shaped by four decades of senior executive and management consulting experience, working for Fortune 500 companies, serving as CEO of early stage public and private companies, teaching entrepreneurship and management courses since 2002, publishing two entrepreneurial management books, working with hundreds of early stage companies, and presenting more than 100 presentations and papers in a wide range of forums throughout the world. He currently serves as Managing Partner at the Gemini Business Group, LLC (www.geminibusinessgroup.com) a global new venture development consultancy firm.

For additional information refer to www.paulbsilverman.com/bio.

Author Contact Info:

Paul B. Silverman

Tel: 703.850.5697

Email: paul@paulbsilverman.com pbsgdc@gmail.com

blog: <http://paulbsilverman.com/blog/>

Linked in: Paul Silverman



Facebook <https://www.facebook.com/paulbsilverman>

Twitter: @globalbizmentor

Books: www.paulbsilverman.com/books

Press and Speaker Requests: press@geminibusinesspress.com

About the Book:



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Available at [amazon.com](https://www.amazon.com)

Local bookstore, library and educational institution distribution planned Fall 2020



Review Copies and Media Interviews:

For a review copy of **Freddie and Billie's New Business Adventure** or an interview with the author, please contact Paul B. Silverman at paul@paulbsilverman.com or mobile 703.850.5697. We would be pleased to provide you with a Word copy of the release if you wish.