



Freddie and Billie's New Business Adventure

Two Teenagers' Journey Creating a New Venture

Paul B. Silverman

Book Synopsis

2-line Summary:

Freddie and Billie's New Business Adventure introduces young adults to entrepreneurship. Young readers take a journey with two teenagers creating a new fishing jig and creating a new business with a mentor, 'Doc' Larsen and his drooling St. Bernard Mitch.

Medium Synopsis:

Living near Long Island's shore, two high school seniors spend all their spare time pursuing a 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? High school seniors, planning for college, wanting to pursue their 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 launched a successful software company. They share their story on their teen age business journey, in a three-hour interview on a new TV show, *Lessons For Young Entrepreneurs*, reviewing 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.

The first book in the Doc Larsen Business Adventure series, *Freddie and Billie’s New Business Adventure*, introduces young adult readers to a streamlined, easy to explain *Business In A Box™* planning system developed by the author to help young readers define a business opportunity, develop market, business and financial plans to launch a new 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 pet accessory, or maybe even develop a new fishing jig, and you also don’t 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. And if Freddie and Billie’s entrepreneurial journey helps even one young entrepreneur say ‘I can do that’, I will have accomplished my mission.

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Long Synopsis:

LET'S CREATE THE NEXT GENERATION OF YOUNG ADULT ENTREPRENEURS... that is my mission and I am confident we can do it. Here is my thinking:

Teach kids to fish and they eat.

Teach kids entrepreneurship and they think about business. Maybe they will want to create a sporting goods store. Or develop a new technology to revolutionize the pet food industry. Or create a new tourism business. No limit on the possibilities.

Entrepreneurship skills introduce young adults to business- how it works, how you evaluate ideas and shape these ideas into business opportunities.

Entrepreneurship teaches students critical thinking, problem solving, creativity, teamwork, ethics, social responsibility and how to plan, develop, launch and manage a new business.

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.

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 create successful new ventures.

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, more questions than answers, clueless on where to start, and as they said, '... they knew zilch about business'. Both older now, married with families, and co-founded a successful software company. They share their story on their teen age business journey, through a three-hour interview on a new TV show, *Lessons For Young Entrepreneurs*, discussing how they created 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. 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*.

The book's style targets young adults using conversations and storytelling techniques, not academic lectures, and a light entertaining, highly readable, jargon-free style ensuring Freddie and Billie's 'learn by doing' experience is well received by young adult readers while offering an introduction to the challenges and solutions for creating a successful new venture.

Developing new ventures usually demands a 'textbook' approach reviewing business models, marketing, strategy and this can be overwhelming. For young adult readers, I created the *Business In A Box™* system- a powerful, simple to understand tool to plan, launch and manage new ventures with seven integrated models. 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.

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

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Book Details and Purchase Information

Book Title: Freddie and Billie's New Business Adventure, *Two Teenagers' Journey Creating a New Venture*

By: Paul B. Silverman

Published by: Gemini Business Press

Available for Sale at Amazon

Retail Price for Print: \$12.95

Retail Price for Kindle Edition: \$5.95

Softcover Print ISBN: (ISBN) 978-0-9835374-6-5

Kindle ISBN: (ISBN) 978-0-9835374-7-2

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

Publisher Website: www.geminibusinessgroup.com

Author Website: <https://paulbsilverman.com>

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