

My Own Business Challenge[®]

THE EIGHT WEEK COURSE DESIGNED TO JUMPSTART YOUR LIFE



Powered by Youthful Savings and Lemonade Stand Economics

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What is My Own Business Challenge?

Over the course of 8 weeks, you will learn how to develop your business through a systematic and comprehensive five-step approach. Each participant in My Own Business Challenge (MOBC) is responsible for designing a business based on his or her interests and strengths. At the culmination of the program, the individual or group that saves the most money from their earnings will win a cash prize that's intended to fund their college education.

How does the challenge work?

The central aim of this challenge is to teach people to create a top quality product or service, for which people will pay top dollar. Whether your financial goal is to save for a new bike or to save for a college degree, completing this challenge is an investment in yourself and your future. The program's core values take inspiration from the lemonade stand; an economic model that proves you can turn a profit while enjoying your work.

"The goal of this program is to show you how you can make the most dollars per hour doing something you want to do; something you enjoy."

Although MOBC is judged through purely fiscal metrics, the program's chief goal is much more than these short-term, bottom-line focused results. Ultimately this program is concerned with teaching people to build sustainable businesses - a skill that will serve them throughout their lives.

"Whether you set a goal of saving for a new bike or saving for a college degree — completing this challenge is an investment in yourself"



Somya Munjal
Founder of Youthful Savings

OUR STORY

Somya Munjal, founder of Youthful Savings, developed the My Own Business Challenge® curriculum and program. She learned early on the beauty of hard work and saving money. The challenge was born out of her desire to share these values with future generations. She wanted the concept of My Own Business Challenge® to grow as much as possible so she contacted Geof White, the author of "Lemonade Stand Economics: A Refreshing Way to Pay for College." He too paid for college by working for himself starting at the age of 17. Their stories were similar so they partnered up to create this book. Their goal is to inspire the next generation to go after their dreams by pursuing entrepreneurship and coupling that with financial education.

My Own Business Challenge is a systematic approach to working for yourself that makes a big difference. Whether your goal is to complete this class, pay for a new iPhone or pay for college yourself.

We believe that anyone can be an entrepreneur. With the right guidance, entrepreneurship can help change our world for the better and we're excited for you to be the change we wish to see!