Teens to showcase business plans

By JONI GUTZ

APRIL 9—Teen entrepreneurs around the county will showcase their business start-ups at the 2013 Business Plan Showcase on May 8, 3-5 p.m. at the Cabrillo College Horticulture Building, 1000 Squal DiVe.

The event, which takes place during Small Business Week, will feature presentan
tes by students at four local high schools, according to Chris McColl of Your Future Is Our Business, a nonprofit based in Cabrillo.

All of the participants take

classes through the Regional Occupational Program run by the county Office of Edu-
cation, which aims to prepare students for life beyond the classroom. Part of the show-
case will look like a science fair, with students presenting projects about their displays and explaining their business plans, McColl said.

A junior at Yost Valley High, who plans to open a clothing company, is already in the
terest of a local business owner at Cabrillo College. The company is called CaliBella, a
towel on California and authentic, and sells sweatshirts, t-shirts and scarves, where it
has more than 400 fans.

The entrepreneurs at the company
come from their own and split up the work. Andrew is chief financial officer and
Mike, who plans to transfer to San Jose State University, is chief marketing officer.

Their team's first product is a
called CaliBella. A shirt, designed at Cali Style in Scotts Valley, sold out in two
months. A women's version of the shirt is still available. They hope to sell a
t-shirt for $15. Their next product will be sweatshirts.

Three juniors from Scotts Valley
High will give a presentation on a virtual reality company called Connection.

"We wanted to do something to help children," said Emily Payne, who has two nieces with autism.

"My youngest cousin can't talk," she said, explaining her focus is "to get them through everyday life." She partnered with Haley Robinson, whose mother is a special education teacher work-
ing with middle school students, and her sister, who wrote the business plan. Their goal is to sell the product.

A local company has developed an app at three different levels, a virtual reality game with puzzles and a virtual reality game with puzzles. A child could then play the game in the app and the characters could interact with each other. The app could be used in schools, hospitals, or even at home. The company hopes to develop a "me" game and an "us" game.

"We started in 2013 and are at the level of the game they are using," said McColl.

The company is looking for investors to help them develop the app. They plan to launch the app in the fall of 2014.

"We are very excited about the potential of this app," said Payne. "We are looking for investors to help us get to the next level."