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TODAY'S TOP STORIES

Budding entrepreneurs to file DBAs

By TOM ADAMS
Rochester Business Journal
December 3, 2007

Twenty-seven students, ages 11 to 19, are filing DBAs with the Monroe County Clerk's office.

The students, members of the University of Rochester's Young Entrepreneurs Academy, are filing 12 DBAs. They are scheduled to meet with County Clerk Cheryl Dinolfo as part of a ceremony on Tuesday afternoon.

The businesses include Fly Feet, a company that sells sneaker accessories; thehomeworker.com, an online homework calendar to track due dates; Garnished Infusion, offering healthy cooking classes for teens; and Intel 4 India, a movement designed to bring education to villages in India.

The Young Entrepreneurs Academy is a nine-month program that guides students in grades six through 12 through the process of starting a business. It includes business plan development, pitching an investor panel, obtaining funding, launching the venture, managing media campaigns, e-commerce and Web developments, sales events and trade shows.

The program is supported with grant money from the Ewing Marion Kauffman Foundation and the Finger Lakes Wired initiative.

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