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## Getting down to business in Greece

Project turns Athena students into entrepreneurs

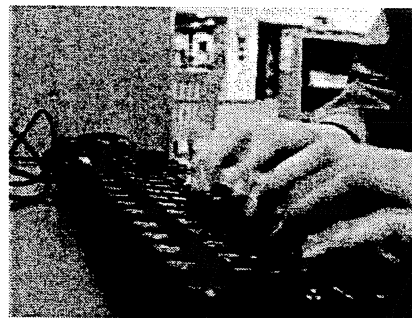
GARY MCLENDON • STAFF WRITER • MAY 4, 2010

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Greece Athena High School students, from left, Andrew Prestigiacom, Nick Simmons and Mandy Ciccione, started a business to help senior citizens develop the (KRIS J. MURANTE staff photographer)



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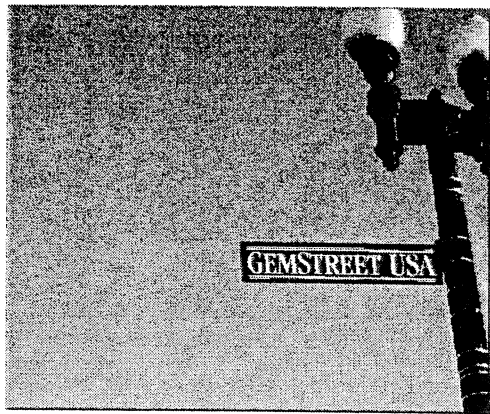
Simmons does some work on the computer for the n which is a project of the Young Entrepreneurs Acad (KRIS J. MURANTE staff photographer)

### TO LEARN MORE

For more information about PCS Senior Networking, Prestigiacom at [Andrewpress892@yahoo.com](mailto:Andrewpress892@yahoo.com).

A school project has been taken to a new dimension for three Greece Athena High School students.

They have formed a business to help senior citizens learn computer skills.



Andrew Prestigiaco, Nick Simmons and Amanda Ciccione, all 17 and studying to become entrepreneurs in Athena's Young Entrepreneurs Academy, have designed business, marketing and curriculum plans they hope will lead to long-term success.

In June, the students will complete the YEA program, which guides middle and high school students into starting real businesses or social movements. It's a full-year educational program that allows students to write business plans, pitch to potential investors, obtain funding, register with government agencies and develop brand identity, among other things.

Prestigiaco and Ciccione, both seniors, and Simmons, a junior, started the business, named PCS Senior Networking, in class.

The teens have been struggling a bit to get the business started.

"We haven't met with any clients yet," Prestigiaco said.

However, they are close to implementing an agreement to teach computer skills to seniors at a local retirement home in Greece.

And so far, it's been a learning experience, they say.

"It takes a lot to run a business. There's a lot of things you have to do," Prestigiaco said.

"You've got to file a DBA (register the business name). You have to file (account for) all the money that you made. It's a lot more work than I would have thought. You have to put overtime in. You're always working 24-7."

"I think I learned there will be a lot of rejection before things really get going," Ciccione said.

Simmons said: "You always have to be ready to tell people about your business. There's always a chance to spread your business."

The idea to help senior citizens develop computer skills is an extension of what Ciccione and Prestigiaco have done with their own grandparents.

"I started helping them out, from getting on to the computer. Then we got into e-mail, then he got a camera and got into pictures online," said Prestigiaco.

By working with his grandfather, Andrew has learned there's a niche for the computer service that PCS Senior Networking is offering.

"There's a huge need for it," he said.

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