



**SUMMER
SPRINGBOARD**
Look Inward. Go Upward.

Middle School Business & Entrepreneurship Infosheet

New student admissions for
Summer 2025 are open.



Program Highlights

- Team up with new friends to create an exciting new business idea.
- Plan how to sell and market your cool products or services.
- Get ready to impress mentors and investors with your business plan.
- Have a blast presenting your project to a panel of experts in a friendly Shark Tank-style competition.



2025 Dates

Berkeley

- Session 1: July 6 - July 11
- Session 2: July 13 - July 18
- Session 3: July 20 - July 25
- Session 4: July 27 - August 1

Georgetown

- Session 1: July 13 - July 18
- Session 2: July 20 - July 25

UCSD

- Session 1: July 6 - July 11
- Session 2: July 13 - July 18



Academic Program Overview

Students in this program will become part of a new company they devise and will work in teams on various aspects of the new business. They will dive into the world of business and learn how companies work. Students will explore the secrets of making things, telling people about them, and selling them. They will get a chance to hear stories from entrepreneurs who have started small and made it big. The program culminates in a Shark Tank-style pitch presentation with industry veterans as their potential mock investors.



Excursions

Berkeley

Students will have the opportunity to engage with entrepreneurial and business veterans. During academic excursions, guest speakers will share their wealth of knowledge and encourage career exploration. Hands-on learning is experienced through visits to local big and small businesses. Outside of course specific studies the students will explore all the Bay Area and nearby Silicon Valley has to offer! With so much rich history, breathtaking sights, parks and famed landmarks at our fingertips there is something for everyone to discover!

Georgetown

Students will have several exciting opportunities. They can meet with local businesses, explore innovative startup incubators and accelerators, and engage with current CEOs to gain valuable insights. Furthermore, in the previous year, students had a remarkable chance to visit a makerspace and receive expert guidance in the field.

UCSD - TBA!

Instructors

Berkeley - TBA

Georgetown - Lisa Francis

Lisa Francis is an entrepreneur, business strategist, and educator with a deep passion for fostering growth in new ventures and organizations. With an MBA from American University, Lisa has built her career around entrepreneurship and business strategy. Her early work at POLITICO focused on people strategy during the organization's formative years, connecting talent to opportunities that propelled growth. She later served as Director of Graduate Admissions at American University's Kogod School of Business, building global partnerships and mentoring aspiring leaders.

UCSD - Dr. Nicole Johnson

Dr. Nicole Johnson is the CEO of TetraCore Consulting, a certified woman-owned small business based in Los Angeles. With a robust career spanning over 23 years in K-12 education, higher education, and business.

Tuition Information:

Residential Students:

- **Includes:** all meals, lodging, excursions, Academic Course, and evening activities
- **Excludes:** optional airport pickup and drop off service (available for an additional fee)
- **Price:** \$2,898

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5pm on Monday-Thursday and 9am to 2:30pm on Friday
- **Excludes:** lodging, breakfast, dinner, and evening activities
- **Price:** \$1,498

Supplements:

- **Application fee:** Starting at \$99 (mandatory, non-refundable)
- **Tuition Protection Plan:** Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

2025_v8



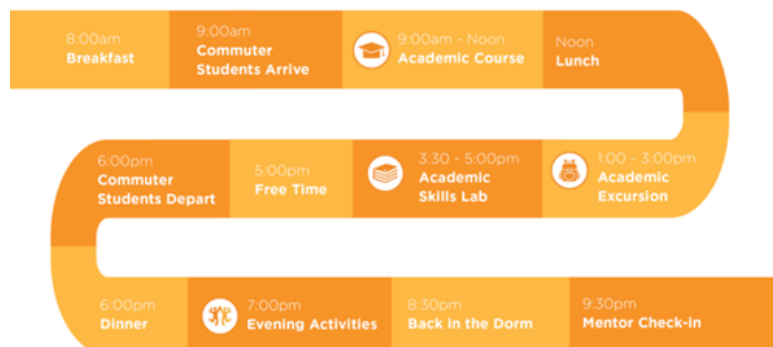
Course Structure

There are five 3-hour class sessions over the one-week course. During the week, students have class from 9am-12pm, Monday - Friday (program check-out is 2:30 p.m. on Friday). Wednesday afternoon will be dedicated to additional academic time with possible excursions and/or guest speakers.

The Middle School programs operate separately from Summer Springboard high school programs with separate staff, accommodations, classes, and a more structured environment. For students completing grades 6-8.



Typical Schedule



[Apply Now!](#)

Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly, University of Washington Foster School of Business, and NYSID which are run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.