

GIRLS INC. SMART-UPS PARTICIPANTS ARE ENTREPRENEURS OF THE FUTURE

girls
inc.

of Orange County

The Girls Inc. of Orange County Smart-Ups program is a place for girls to learn **leadership, economic literacy, and business skills** by creating and building their own businesses. After learning the ropes of how to start a business, girls participate in a Shark Tank-style showcase to pitch their business to a panel of 'Sharks.' In 2023, 52 girls participated in Smart-Ups. **Results show...**



In 2023,

6

businesses were created and pitched to four 'sharks' in the GIOC Shark Tank. The businesses included a friendship cafe, a sustainable food delivery service, and more!

100%

Girls Inc. of Orange County Smart-Ups participants know how to develop and establish a viable business.*

16%

94%

Girls Inc. of Orange County Smart-Ups participants demonstrate understanding of basic financial concepts and money management.

33%

After Smart-Ups
Before Smart-Ups



Participants receive over **30 hours**

of business development training. Topics include branding, market research, web development, and more.

“Last year, I knew nothing about starting a business, but Smart-Ups has taught me a lot about how to start one and how to make new friends and negotiation.”

- Marlee,
2023 Smart-Ups participant



Leadership

At GIOC's Smart-Ups program, participants are provided with the space and opportunities needed to see themselves as leaders.

92%

of 2023 Smart-Ups participants agreed with the statement, "I know what I can do to be a strong leader."

89%

of 2023 Smart-Ups participants agreed with the statement, "I can identify a problem in my community and how to fix it."

*Measured through participants' knowledge of business concepts like market research, investor valuations, and branding

Learn More & Join the Conversation
Contact Emerald Archer: earcher@girlsinc-oc.org