

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 2022, 44 girls participated in Smart-Ups. **Results show...**

100%

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

3%

97%

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

33%

After
Smart-Ups
Before
Smart-Ups



In 2022,

6

businesses were created and pitched to four 'sharks' in the GIOC Shark Tank. The businesses included a friendship cafe, a pet hotel, a horror-themed gym, and more!



Participants receive over
30 hours

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



I love everything about Smart-Ups because it kept me feeling positive.

- Alyssa,

2022 Smart-Ups participant



Leadership

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

100%

of 2022 Smart-Ups participants agreed with the statement, "I know what I can do to be a strong leader."

94%

of 2022 Smart-Ups participants agreed with the statement, "I can identify a problem in my community and how to fix it."

Learn More & Join the Conversation

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