The Suits for Success Youth Mentoring Program was founded in 2016 by Kyle McMurtry and Andrei D. Nichols II. As graduating seniors, both young men noticed Renaissance High School lacked a development program for the male population. McMurtry and Nichols wanted to create an outlet for male students to interact, network, and grow intellectually. Since its founding, the Suits for Success Youth Mentoring Program has focused on enhancing the minds of its participants by using fun and rigorous workshops, presentations, and team building exercises based off of these four areas: Academic excellence, professional development, social engagement, and financial education.

Scholarship Requirements:

- Must be a graduating senior from the Detroit Public School Community District
- **This application is for YOUNG MEN graduating high school**
- Must show proof of acceptance to a 4-year institution, community college, trade school, and/or need for an entrepreneurial endeavor OR proof of enrollment on a digital course which lasts more than 60 days
- ***NO GPA REQUIREMENT***
- (2) Letters of recommendations (teachers, professors, coaches, mentors, etc.)
    - o Must be presented on a formal letterhead
    - o Address to

> Andrei D. Nichols II & Kyle McMurtry
>
> The Suits for Success Youth Mentoring Program
>
> 2024 Suits for Success Scholar Award Applicant

- 2 Copies of your resume
- The full application must be formatted into one merged PDF document and emailed to: **s4success16@gmail.com**
    - o **cc: andreinichols4@gmail.com**

The Game-Plan: "The city of Detroit is under redevelopment, and we need your help! The Suits for Success Youth Mentoring Program is looking for the top 4 ideas from the best, brightest, and creative minds within the city! We have $1,000 to distribute 4-ways! ***We are looking for a business plan for a digital app that solves a problem in Detroit."***

Business Plan Requirements:

- Business must be in Detroit
- Must support athletes
- Mission Statement
- Logo
- (3) Core Values
- (1) Community service event
- (1) Presentation / Pitch Deck

Business Plan Pages that must be included:

- Executive Summary
- Company Description
- Market Analysis
- Organization and Management
- Operational Plan
- Marketing and Advertising Plan
- Financial Projects
- Appendices

All applications must be sent by May 24, 2024, at 11:59pm Eastern Time

Winners will be notified by May 31, 2024.

Name: _____ **School:** _____

Graduation Date: _____ **GPA: (This will not count against you)** _____ / 4.0

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Instagram: _____ **Twitter:** _____ **LinkedIn:** _____

Circle your gender pronouns: He/Him/His | She/Her/Her | They/Them/Theirs | Prefer not to answer

Please check the box(es) that apply:

- **I will be attending a 4-year institution upon graduation.**
    - o   **If so, where:** _____

- **I will be attending a 2-year institution / community college upon graduation.**
    - o   **If so, where:** _____

- **I will be attending a trade-school upon graduation.**
    - o   **If so, where:** _____

- **I will be investing my time into an entrepreneurial endeavor.**
    - o   **Please describe in detail. (If additional space is needed, feel free to attach the necessary documents to your application)**

_____

_____

_____

_____

_____

Describe in 2-3 sentences what your future career aspirations are.

_____

_____

_____

_____

Emergency Contact #1: _____ **Relationship:**_____

Phone Number: _____ **Email:** _____

Emergency Contact #2: _____ **Relationship:**_____

Phone Number: _____ **Email:** _____

Emergency Contact #3: _____ **Relationship:**_____

Phone Number: _____ **Email:** _____

T-Shirt Size (Circle One):   S   M   L   XL   2XL   3XL

What are three books that you would like to read:

1. **Title:**_____ **// Author:** _____

2. **Title:**_____ **// Author:** _____

3. **Title:**_____ **// Author:** _____

The Suits for Success Youth Mentoring Program will be awarding (4) $250 scholarships to the top applicants based on the criteria met for the applications.

Email	*s4success16@gmail.com*
Phone	*(313)693-7650*
Website	*https://sfsmentoring.weebly.com*
Instagram	*@suitsforsuccess16*

Resources (click for more):

- [Sample Business Plan](#)
- [What are NFTs?](#)
- [NFT Blog Post](#)
- [How to write a business plan](#)

Above are links to four different sources that will help you gain a better understanding of what a business plan is and what is included with them to achieve success and attain the capital necessary to fund business activities. For additional assistance, please reach out to us!

Timeline of Events

March 8, 2024 @ 5:00pm – Scholarship Application released

May 24, 2024 @ 1:59pm – Scholarship Application Due

May 131, 2024 @ 5:55pm – Winners announced and notified

Scholarship Package (per person):

- **$250.00 Cash provided to winner**
- **(1) Scholarship winner's dinner**
- **(1) Custom SFS Jersey**
- **(1) Bouquet of flowers**
- **(1) Custom scholar's book bag**
- **(5) DuffySzn Pokerchips**
- **(1) Free DuffySzn NFT (optional)**
- **AND MORE**

Scoring Rubric:

Alignment with Detroit's Needs (20 points):
- Demonstrates a clear understanding of issues facing Detroit.
- Provides a solution that addresses a pressing problem within the city.
- Shows potential for positive impact on the community and its residents.

Innovation and Creativity (20 points):
- Offers a unique and innovative digital app idea.
- Demonstrates creativity in addressing the identified problem.
- Shows potential for scalability and sustainability.

Feasibility and Viability (20 points):
- Presents a well-thought-out business plan.
- Includes a viable revenue model and funding strategy.
- Considers technical feasibility and resource requirements for app development.

Support for Athletes (15 points):
- Demonstrates a clear connection between the digital app and supporting athletes in Detroit.
- Shows how the app will contribute to the growth and success of athletes in the community.

Mission Statement, Logo, and Core Values (15 points):
- Mission statement clearly articulates the purpose and goals of the digital app.
- Logo design is visually appealing, relevant, and memorable.
- Core values are defined and aligned with the mission of the app.

Community Service Event (5 points):
- Describes a meaningful community service event related to the app's mission.
- Shows how the event will engage with and benefit the local community.

Presentation / Pitch Deck (5 points):
- Clearly communicates the digital app concept, including its features and benefits.
- Engages the audience and effectively conveys the app's value proposition.
- Demonstrates professionalism, clarity, and confidence in the presentation.