

SAGE



GLOBAL



**Students for the Advancement
of Global Entrepreneurship**

**SAGE
INFORMATION
HANDBOOK**

**ACADEMIC
YEAR
2017/2018**

**A global organization of teenage
entrepreneurs sharing a common
purpose:**

To make the world a better place.

Web Page: <http://sageglobal.org>

Facebook Page:

<https://www.facebook.com/sageglobal2002/>

Twitter Page:

[@sageglobal2002](#)

Instagram Page: [@sageglobal2002](#)

The World's Premier Youth Entrepreneurship Network

SAGE has established one of the most impactful international linkages among teenagers, higher education, and the business community. The following 22 countries either (a) competed in the 2017 SAGE World Cup in Odessa, Ukraine, or (b) they had an active program but were unable to secure travel visas to Ukraine.

1. Armenia
2. Burkina Faso
3. Canada
4. Cameroon
5. Chile
6. China
7. Ghana
8. Ireland
9. Iran
10. Israel
11. Japan
12. Kenya
13. Moldova
14. Nigeria
15. Pakistan
16. Philippines
17. Poland
18. Republic of South Korea
19. Russia
20. South Africa
21. Ukraine
22. United States





DUBLIN STUDENTS WIN GLOBAL SOCIAL ENTREPRENEURSHIP AWARD

Written by Business World, on 24th Aug 2017. Posted in General



to compete in the prestigious competition.

A Young Social Innovators (YSI) team from Portmarnock Community School, Dublin, has taken the Gold Award at the SAGE World Cup 2017 (Students for the Advancement of Global Entrepreneurship), which took place in Odessa, Ukraine this month.

The students were announced as the global winners of the Social Enterprise Business category for their humanitarian street mapping project which has been in development over a number of years. Delegations from 25 countries, including two from Ireland, travelled to the Ukraine

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Welcome from SAGE Global CEO

The 15th annual SAGE World Cup in Odessa, Ukraine was, as my good friend Carol Furtado would say, STELLAR! This year's event included over 300 individual participants, 31 competing or observing countries, and a successful Global Business Forum. Odessa, truly, is the "pearl of the Black Sea!"

We have come a long way, baby! Ten years ago, in 2007, we conducted our 5th annual SAGE World Cup in Ukraine, and we were very proud that nine countries were represented. In 2017, over 30 are competing or observing.

There is no greater time in history where social enterprises, and socially-responsible businesses, are as badly needed as they are today. Two years ago, the United Nations implemented outlined a list of Sustainable Development Goals (SDGs), otherwise known as the Global Goals. The SDGs are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

In 2006, one of the world's leading social entrepreneurs, Mohammad Yunus, shared the Nobel Peace Prize with his company, the Grameen Bank. The following year, in 2007, he wrote a book called *Creating a World without Poverty*. In the book, Yunus said: "I can picture local, regional, and even global competitions, with hundreds of thousands of participants vying to create the most practical, ambitious, and exciting concepts for social businesses."

Now, ten years later, we are making Yunus's vision a reality. Thousands of teens around the world are working hard to achieve the SAGE mission: to create the next generation of entrepreneurial leaders whose innovations and social enterprises address some of the world's most urgent problems.

Why is SAGE so exciting? Participating teens use their creativity and innovation to start businesses and social enterprises that address unmet needs. They are assisted by university students who mentor them, and at the end of each school year, business leaders are recruited to serve as judges at competitions. **No other program combines our powerful three components—curriculum, mentoring, and competition. The end result: SAGE teens become social change agents!**

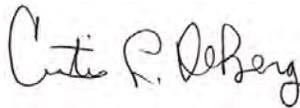
In Odessa, we all witnessed the incredible businesses started by teens. Congratulations to the champion SRB team from Israel, and the champion SEB team from

Ireland. By bringing teens together from different parts of the world, SAGE is exposing our world's youth to what is good about other countries.

Of SAGE's three main components, most of us would agree, I think, that it's the competition part that is the most exciting. But we should all remember that, no matter which teams end up winning the first-place SAGE World Cup trophies, all participating teens are winners, as are their families, their communities, and their countries.

I wish you the very best in 2017-2018, and I hope to see you at the 2018 SAGE World Cup.

Miles of Smiles,



Dr. Curtis L. DeBerg
SAGEGLOBAL CEO and Founder





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SAGE: A QUICK REFERENCE GUIDE

Part I: Understanding SAGE

The Organization

Founded in 2002, SAGE is an international network dedicated to creating the next generation of entrepreneurial leaders whose innovations and social enterprises address our world's major unmet needs.

SAGE is pioneering the field of youth entrepreneurship. We designate two types of entrepreneurship: socially-responsible businesses (SRB), which emphasize profit, and social enterprise businesses (SEB), which emphasize social value.

The first SAGE World Cup was held in May 2003 with teams from Poland, Mexico, Tajikistan and the United States; the program has now grown to include seven U.S. states and 21 more countries.

There are more than 12,000 teens participating in SAGE programs at over 1,200 schools around the world.

SAGE connects teens with higher education and the business community in a powerful public/private partnership.

In spring 2012, SAGEGLOBAL began offering a one-semester, 12-lesson entrepreneurship course for teens, entitled "Turning Risk into Success" (available for licensing by schools). *(In December 2017, we plan to issue the third edition. Stay tuned!)*

The Individual SAGE Team

To participate in SAGE, a "team" of teenagers from a school or community organization is organized. If a middle school or high school has "small learning communities" or other internal divisions, then it is permissible to have one team per division. Moreover, if students from more than one school wish to come together as one team, that is also permissible.

A SAGE team must operate either an SRB or an SEB (it cannot enter both competitions). "Veteran" SAGE teams may re-enter its business for a period of two years beyond its first year of competition.

In addition to completing its entrepreneurship ventures, students are judged on their (1) succession plan and (2) the recognition received from traditional and social media.

Each teenage SAGE team is unique; we want students to be as creative and innovative as possible.

Because students operate their businesses during the year in anticipation of presenting the results orally and in writing at the end of the year, they have a motivation other than grades.

SAGE is an international network dedicated to creating the next generation of entrepreneurial leaders

The Competitive Tournament

At the end of each year the SAGE program ends with a regional and/or national competitive tournament. Each team provides a four-page written annual report and a verbal presentation to panel of jurists/evaluators/judges that are recruited from leading members in the community.

The judging panel selects the SAGE team that has had the most impact in completing its business ventures.

This process is a unique form of benchmarking, where students can calibrate their own projects with those of peer schools for future improvement.

The top team in each of the two categories—the SRB and the SEB categories—are invited to participate in an international tournament. This is called the SAGE World Cup (in August 2018, this will be take place in Ghana, Lithuania, or the USA; announcement will be made no later than January, 2018). The rules and format of each tournament are identical.

Part II: Judging Instructions—Competition & Judging Process

[Note: To see a video describing the judging process, please go to <https://www.youtube.com/watch?v=tcmR1j9JoAY&t=47s>].

Competition Process

Each SAGE team will be given a 35-minute time block at the competition.

First 10 minutes: The SAGE team will immediately hand out their annual reports to the judges. While the judges are reading the annual report, the team will set up its equipment, set up props, etc. Before the oral presentation begins, judges will score the written annual report according to the 5 SAGE judging criteria detailed in INDIVIDUAL TEAM EVALUATION SHEET (ITES). The ITES is blue for SRBs and green for SEBs. The written annual report counts 40 points maximum.

Next 13 minutes: The team will give their oral/audio-visual presentation. The oral presentation counts 40 points maximum. Teams are allowed to demonstrate their products during the presentation, but they cannot hand them out to judges for individual inspection.

Next 7 minutes: Mandatory question and answer period. The Q&A counts 20 points maximum.

Last 5 minutes: SAGE team will remove all its equipment and exit the room while the judges score the team.

Written Annual Report (10 minutes)

Teams must hand out a written annual report to be read and scored by judges during the first 10 minutes of the team's presentation time slot.

Written annual reports are limited to a total of four (4) printed pages on 8 ½ by 11 paper (or two pages front to back).

If a team uses a cover or back page it will count as one of those four pages.

Teams may NOT distribute copies of business plans, letters of commendation, or sample products. Violation of this rule will result in an automatic 5-point deduction from the total of 40 points for the written annual report.

Teams may include copies of newspaper articles, newsletters, and other media as evidence of media attention; presenters may also distribute personal business cards.

Oral/Audio-Visual Presentation (13 minutes)

After 9 minutes have elapsed, the league coordinator will announce a "one-minute warning."

At the 10 minute mark, the league coordinator will ask the team to begin its oral presentation.

The team has 13 minutes to make its oral presentation; if the team ends prior to 13 minutes, the Q&A time period will be extended by the shortfall. For example, if a team finishes its oral presentation in 12 minutes, it will be given a total of 8 minutes for Q&A.

During the presentation judges should assign a numerical value for the oral presentation on the YELLOW CUMULATIVE SCORESHEET.

If a team isn't finished in 13 minutes, it will be commanded to end its oral presentation.

Question and Answer Session (7 minutes)

There will be a mandatory 7-minute Q&A period following the oral presentation

Judges will be looking for:

Overall Effectiveness: Based on questions from the judges, overall, how well did the students demonstrate knowledge of the projects described in the written report and oral presentation?

Balance: Did students share responses, or did one or two students dominate?

Poise: Were the students confident and polished?

Part III: Judging Instructions—Making the Decision

The SAGE tournament is about which students were the most effective in meeting the five SAGE judging criteria. It is not a contest based on who made the best presentation, or who used the most advanced technology, or who received the most TV, radio or newspaper coverage, or who made the most profit. We are looking for the team that does the best job of integrating all five criteria into their business ventures during the year. For a SAGE team to participate in a SAGE

tournament it must operate a business venture that meets as many of the SAGE judging criteria as possible.

Part IV: Guide to Making Your Decision: The Judging Rubric

At the SAGE tournament, each judge is provided with a judge's handbook. This handbook includes a SAGE judging rubric for each part of the team's presentation: 40 points maximum for the written annual report, 40 points maximum for the oral presentation and 20 points maximum for responses to Q&A. Thus, the only part of the presentation outside the team's control is the Q&A. An important part of judging will be to pose questions that will provide evidence as to the overall effectiveness of the team's ventures. Sample questions:

How did you select the business?

How many people were impacted by your social ventures?

Did your company make a profit?

What was your greatest challenge?

What was your best success?

How did you measure success?

What have you done to make sure your SAGE team will be better in the future?

Why did you get involved with SAGE?

Did your efforts on the SAGE team help you with your other classes?

Has your SAGE experience affected your decision possibly to someday start a commercial venture? A social enterprise?

Will you continue with SAGE next year?









SAGE GLOBAL OVERVIEW

“I can picture local, regional, and even global competitions, with hundreds of thousands of participants vying to create the most practical, ambitious, and exciting concepts for social businesses.”

—*Muhammad Yunus, 2007, Creating a World Without Poverty*

Our Mission

Welcome to the SAGE network! Students for the Advancement of Global Entrepreneurship is a global network of teenage entrepreneurs—and their advocates—who share a common purpose: to make the world a better place. Our mission is to create the next generation of entrepreneurial leaders whose innovations and social enterprises address some of the world's most urgent problems.

About SAGE Global

SAGE Global is an international nonprofit corporation dedicated to teenage entrepreneurs. Our youth entrepreneurship program bridges two divides. The first divide is among secondary education, higher education and the private sector. The second divide is across countries, one that prevents international cooperation at a time when such cooperation is crucial.

Global challenges, such as environmental sustainability, alternative energy and transportation, and problems caused by global climate change, pose common threats. Thankfully, entrepreneurs with a global worldview see such threats as opportunities. We classify these entrepreneurs into two categories: (1) those that own and operate socially-responsible businesses (SRBs) and (2) those that own and operate social enterprise businesses (SEBs).

In today's increasingly complex world, cross-cultural cooperation in entrepreneurial ventures can raise standards of living if the right environment is created. One way to create such an environment is to focus on one key stakeholder—teenagers—for it is youth who have the most at stake.

The SAGE Model

Each year, SAGE organizes and hosts a series of regional and national tournaments where teams of SAGE teens showcase the SRBs and SEBs to a panel of influential members from the business, civic and education communities. SAGE teams are encouraged to identify a SAGE Teacher/Adult Ally/Coach to guide them during the year. During the year, they are also encouraged to solicit advice from members of the business community and, if possible, from university business students. At the end of each year, all teenage SAGE teams are invited to compete in the SAGE national competition. The competitions may be hosted by a college, university, nongovernmental organization (NGO) or a governmental organization (GO). Winners advance to the "SAGE World Cup."

*SAGE Mission:
To create the
next generation of
entrepreneurial leaders
whose innovations
and social enterprises
address the major
unmet needs of our
global community.*

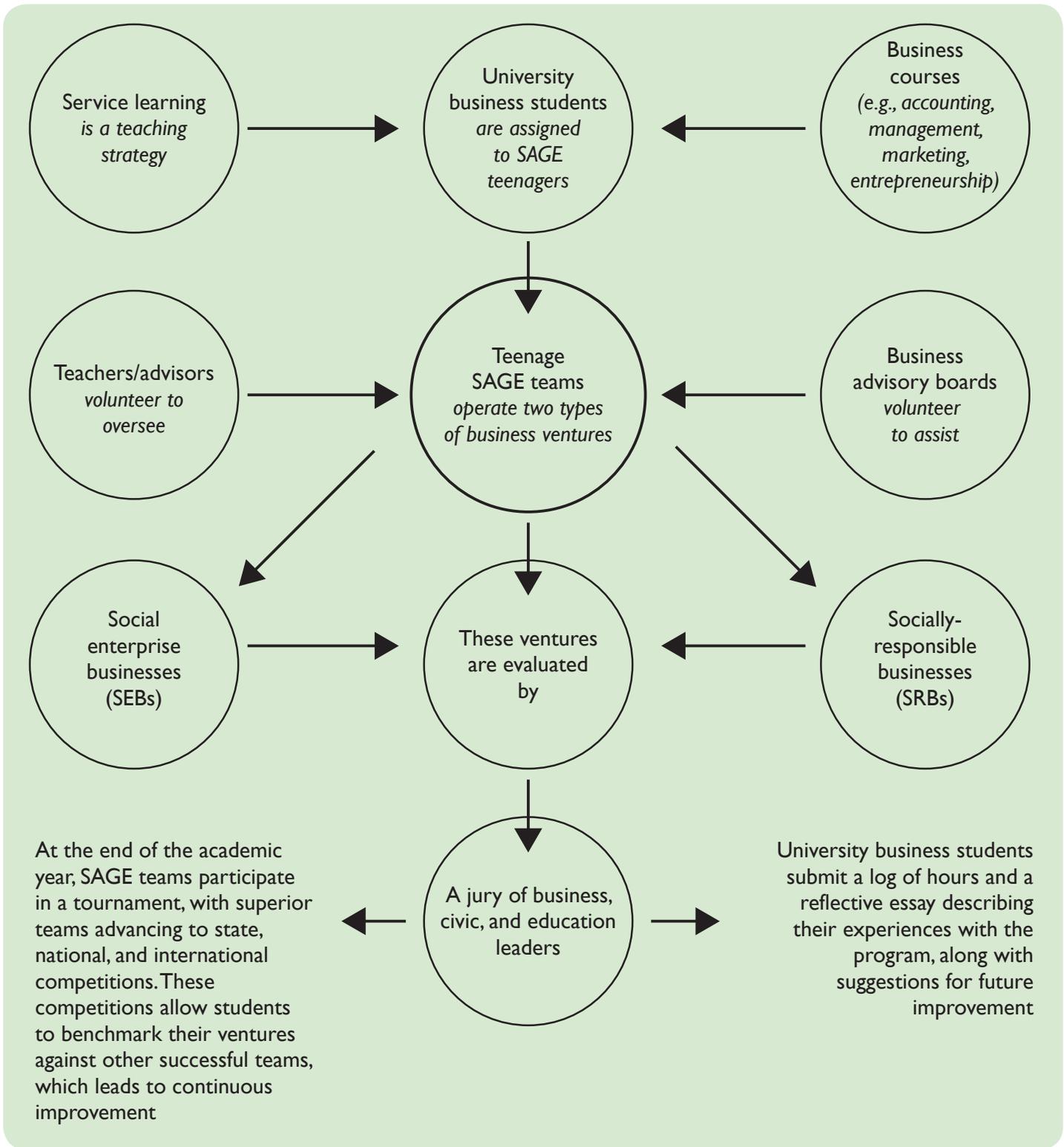
Focus on Teenagers

A program like SAGE focuses on training young entrepreneurs because, for many, their creative energy has not been dampened by life's harsher realities. More than one-half of the world's people live below the internationally defined poverty line of \$2 a day. Also, more than half the world's population is under the age of 30.

SAGE believes that teens can take a lead role in helping to alleviate poverty through their innovations and creativity.

David Bornstein, in his book, *How to Change the World* (2004) explains: "People who solve problems must somehow first arrive at the belief that they can solve problems. This belief does not emerge suddenly. The capacity to cause change grows in an individual over time as small-scale

The SAGE Model



efforts lead gradually to larger ones. But the process needs a beginning—a story, an example, an early taste of success—something along the way helps a person form the belief that it is possible to make the world a better place. Those who act on that belief spread it to others. They are highly contagious. Their stories must be told” (p. 282)

SAGE gives teens a place to share their first success story.

Creative Capitalism

The combination of business entrepreneurship and social enterprise provides a formula for a new kind of capitalism—a more humanitarian capitalism—espoused by Nobel Laureate, Muhammad Yunus. This new form of capitalism is also espoused by Microsoft’s founder, Bill Gates. According to Gates, “Governments and nonprofit groups have an irreplaceable role in helping [the world’s poor], but it will take far too long if they try to do it alone. It is mainly corporations that have the skills to make technological innovations work for the poor. To make the most of those skills, we need a more creative capitalism: an attempt to stretch the reach of market forces so that more companies can benefit from doing work that makes more people better off. We need new ways to bring far more people into the system—capitalism—that has done so much good in the world.”

Quick Facts

Founded: Summer 2002

Countries in which SAGE has a presence: 31

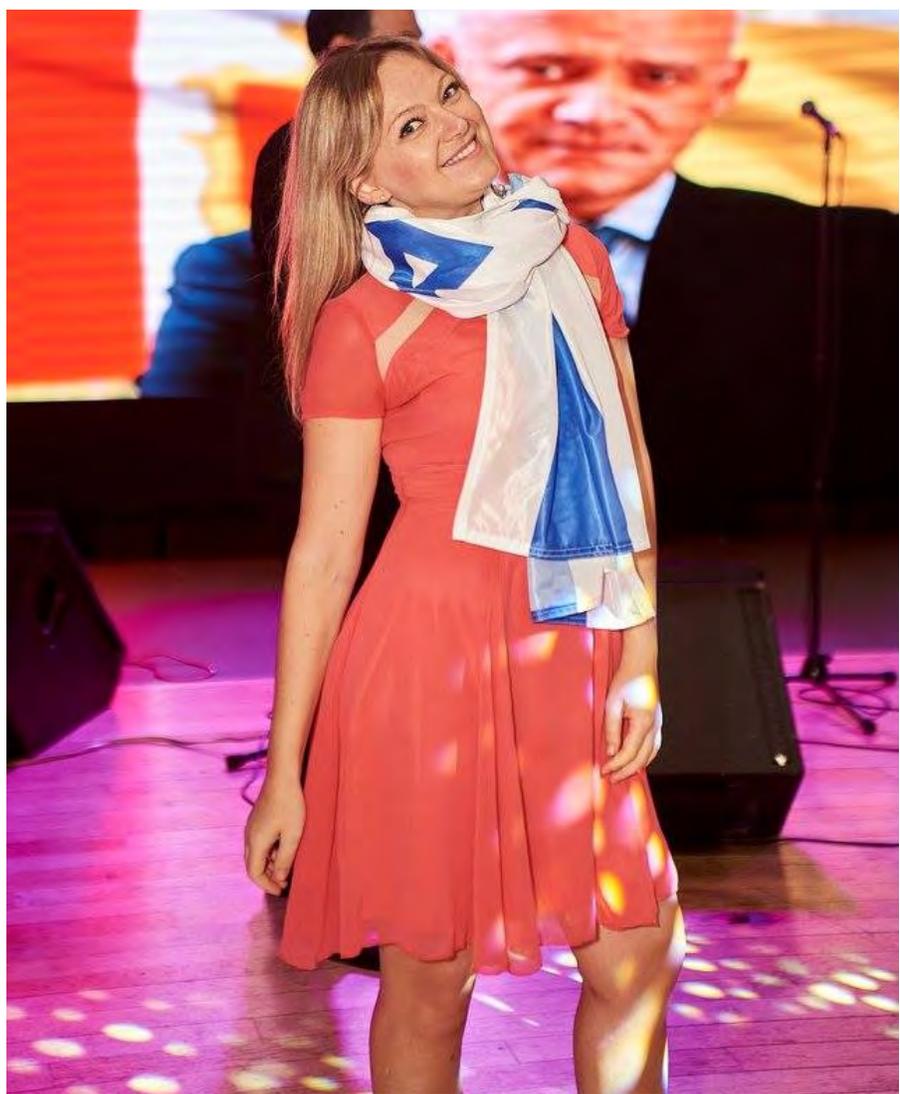
SAGE teams: about 1,200

Active SAGE students: about 12,000

SAGE World Cup Host Cities:

- Odessa, Ukraine (2017)
- Manila, Philippines (2016)
- Seoul, South Korea (2015)
- Moscow, Russia (2014)
- Abuja, Nigeria (2013)
- San Francisco, CA, USA (2012)
- Buffalo, NY, USA (2011)
- Cape Town, South Africa (2010)
- Brasilia, Brazil (2009)
- Abuja, Nigeria (2008)
- Odessa, Ukraine (2007)
- Shanghai, China (2006)
- San Francisco, CA, USA (2005)
- Kansas City, MO, USA (2004 and 2003)







**WORLD CUP
SAGE2017
UKRAINE**

ODESSA

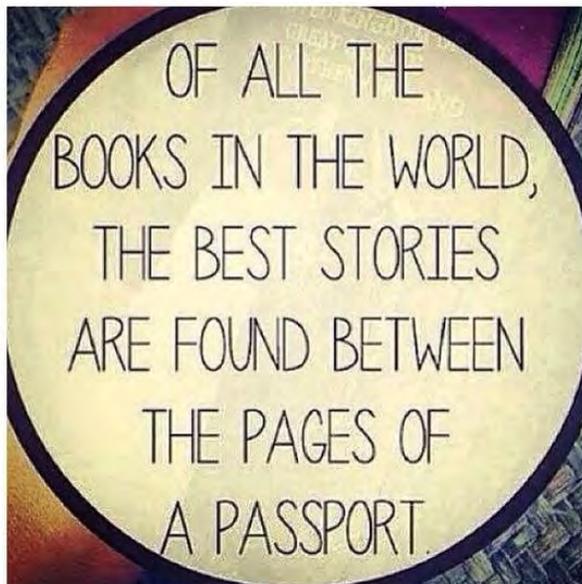


www.SageWorldCup.com
#SAGEWORLD CUP 2017

MEMBERSHIP GUIDELINES

Give young people a context where they can translate a positive imagination into reality, give them a context in which someone with a grievance can have it adjudicated in a court of law without having to bribe the judge with a goat, give them a context in which they can pursue an entrepreneurial idea and become the richest or the most creative or most respected people in their own country, no matter what their background, give them a context in which any complaint or idea can be published in the newspaper, give them a context in which anyone can run for office—and guess what? They usually don't want to blow up the world. They usually want to be part of it.

—Thomas Friedman (2005), *The World is Flat*



MEMBERSHIP GUIDELINES

General Information

Forming a Team

To participate in SAGE, a *team* of at least three teenagers is organized. This team may consist of students from the same school, in which case the school would be the sponsor. Or the SAGE team may consist of any group of teenagers which has identified an adult sponsor or sponsoring organizations. Sample sponsors include: Boys & Girls Club, Rotary Club, Lion's Club, faith-based organizations, or managers from local stores such as Best Buy, Target, Staples, etc.

A school may have several SAGE teams, as long as each team has a sponsoring teacher, adult or sponsoring organization.

If a high school does not have a formal entrepreneurship course, we encourage it to adopt our curriculum, "Turning Risk into Success (TRIS): A Teen Entrepreneurship Program."

A SAGE team must operate as an SRB or an SEB, not both. "Veteran" SAGE teams may enter the same business venture for up to three years. The size of the team can be as few as three members; there is no upper limit.

The SAGE team may be part of an existing class, such as an economics, accounting, general business, like Virtual Enterprise, or it can be an active student organization (e.g., Student Government, FBLA, DECA, Junior Achievement, Rotary Interact, FFA, FHA-Hero, Skills USA, and Technology Student Association). SAGE is not a competitor for existing high school business organizations, but we now strongly advocate that schools use our TRIS curriculum.

SAGE is not a competitor for existing high school business organizations, and it does not advocate any one curriculum over another

The key to starting a team is to find an enthusiastic group of teenage leaders who are interested in starting their own business venture, along with an adult ally who is willing to encourage and support their participation as a SAGE sponsor. Once a group of teens has decided to participate, the ally who becomes their adviser should contact the SAGE state or national coordinator and notify them of their

intent to participate. (Note: each state or country has its own timetable; however, *all national SAGE tournaments must be completed by June 15, 2018* in order to allow enough time to obtain travel visas to the SAGE World Cup and to arrange for accommodations at the World Cup. *There is no fee or cost to join the SAGE network.*

To qualify to enter a SAGE tournament, the following conditions must be met:

- A team must consist of at least three contributing teenagers who operate a business that they have created; a high school or organization may sponsor several SAGE teams;
- There is no upper limit to the number of teens that can be a member of one team;
- The minimum and maximum age requirements for student *presenters* for their SAGE team must be between the ages of 13 and 19. Specifically, a student must be at least age 13 years old on or before June 15, 2018 and no older than 19 years old on or prior to June 15, 2018.
- A SAGE team must meet certain benchmarks throughout the year; these benchmarks are established by that country's SAGE National Coordinator. For example, in the United States, such benchmarks are:
 - By December 1, 2017: Submit a letter of intent to compete to SAGE Home Office in Chico, CA. This letter must also identify the sponsor (e.g., high school; organization; adult ally).

- By April 15, 2018: Submission of an acceptable annual report to cdeberg@csuchico.edu; the report should address each of the five judging criteria.
- End of May or early June: Travel to the SAGE USA National Tournament.
- Each SAGE team will choose to compete in one of two separate competitions:
 - **Socially-responsible business (SRB):** Socially-responsible businesses are *always* legally structured as for-profit businesses; they do *not directly* address social needs through their products or services or through the numbers of disadvantaged people they employ; instead, they create positive social change *indirectly* through the practice of corporate social responsibility (e.g., paying equitable wages to their employees; using environmentally friendly raw materials; providing volunteers to help with community projects; and so on)
 - **Social enterprise business (SEB):** Social enterprises *directly* address social needs through their products or services or through the numbers of disadvantaged people they employ; they can be legally structured either as for-profit businesses or not-for-profit businesses, but in either case must have an earned income strategy in place.
- Each SAGE team will be allowed to enter just one of the two competitions and can only enter the same business for a maximum of three years.
- In both competitions, teams will be judged on their ability to demonstrate *measurable* results. Judging criteria are described in the next section.
- At the end of each year, all teenage SAGE teams are invited to compete in the SAGE national competition (although some countries may first choose to conduct state or provincial competitions before conducting a national event). The competitions may be hosted by

*The National Champions
from each competition—
the SRB and the SEB
competition—advance to
the SAGE World Cup.*

a college, university, nongovernmental organization (NGO) or a governmental organization (GO). Winners advance to the “SAGE World Cup.”

- State and/or national competitions usually take place between February and the first half of June each year. Country coordinators should plan their competitions such that the national champion teams have adequate time to acquire their travel visas. By June 15, 2017 all National Competitions should be completed. The National Champions from each competition—the SRB and the SEB competition—advances to the SAGE World Cup, which has tentatively been scheduled to take place in August or September. The host city and country will be announced no later than January 31, 2018.

SAGE Competition Categories

As mentioned above, each SAGE team will choose to compete in one of two separate competitions:

Socially-Responsible Business (SRB) and Social Enterprise Business (SEB).

Below, we describe each competition in greater detail, along with the judging criteria that will be used to evaluate each SAGE team’s business.

Socially-Responsible Business (SRB) Competition

Socially-Responsible Businesses (SRBs) are *always* legally structured as *for-profit* businesses; they do *not directly* address social needs through their products or services or through the numbers of disadvantaged people they employ; instead, they create positive social change *indirectly* through the practice of corporate social responsibility (*e.g.*, creating and implementing a philanthropic foundation; paying equitable wages to their employees; using environmentally friendly raw materials; providing volunteers to help with community projects; and so on).

Teams that enter the SRB tournament should do their best to meet the following five judging criteria:

Written Annual Report	_____	(40 points maximum)
Oral Presentation	_____	(40 points maximum)
Q & A Period	_____	(20 points maximum)
Total	_____	(100 points maximum)

**Teams should bring 40 written annual reports with them to each competition. The written annual report is limited to four pages, including cover page. In addition, teams can have copies of media attention they have received for their projects (e.g., magazine articles, newspaper articles, web pages, etc.). Teams may NOT distribute sample products (though they may display*

them), or copies of business plans or letters of commendation. Violation of this rule will result in an automatic 5-point deduction from the total of 40 points available for the written annual report. However, presenters MAY distribute their personal business cards.

Here is a handy summary of the five criteria:

1. Innovation and creativity
2. Profit
3. Sustainable business practices
4. Succession plan
5. Media (mass and social)

Socially Responsible Business (SRB) Judging Criterion	Written Annual Report	Oral Presentation
1. How innovative and creative is the business? Does this business have features which few, if any, other businesses have, which add to the success of the business?	10	10
2. What is the amount of profit of the business (e.g., has it achieved profitability through earned income? Or has it defined a believable path toward profitability)?	10	10
3. Has the business exhibited sustainable business practices ? Does the business meet the needs of the present without compromising the ability of future generations to meet their own needs? Has the SAGE team understood the importance of being responsible stewards of the environment in a market economy, either through its products or services, or by its actions in the community?	10	10
4. Is there evidence that the business has a succession plan in place? In other words, has the team demonstrated that the business continue after the current year? Will the team carry on over the summer, winter and spring?	5	5
5. How effective was the SAGE team in utilizing mass media and social media to publicize its activities and enhance the visibility of SAGE (e.g., newspapers, magazines, TV, radio, billboards, newsletters, a website devoted to their SAGE business; Facebook)? Note: teams may insert samples, such as newspaper articles, with their annual report.	5	5
Total Possible Points	40	40
How effective were the students in their responses to judges' questions during the Q and A period?		20

Social Enterprise Business (SEB) Competition

An SEB can be a for-profit or nonprofit enterprise; it explicitly intends to address a social problem by using earned revenue strategies; this may be any type of business so long as:

- its products or services themselves directly address a social need and are paid for by customers (i.e., a customer-focused social enterprise), OR
- it employs a significant number of the people it serves—at least 50 per cent of the company's direct labor force (i.e., an employee-focused social enterprise).

The focus is on providing social value but with a strategy in place to eventually achieve sustainability through

earned income. During the startup phase in both types of businesses, financial resources may also include a mixed revenue stream that includes “unearned income” (e.g., donations, fundraisers, corporate grants, charitable contributions from philanthropists, public sector subsidies) to help meet expenses.

A nonprofit social enterprise is not the same as nonprofit organization (NPO) or nongovernment organization (NGO). For an organization to be considered a viable SEB, it cannot rely solely on grants, fundraisers donations, and public sector subsidies. To be competitive as a SAGE SEB, the organization must show that it has a long-term strategy that includes earned income.



Teams that enter the SEB tournament should do their best to meet the following five judging criteria:

Written Annual Report	_____	(40 points maximum)
Oral Presentation	_____	(40 points maximum)
Q & A Period	_____	(20 points maximum)
Total	_____	(100 points maximum)

* Teams should bring 40 written annual reports with them to each competition. The written annual report is limited to four

pages, including cover page. In addition, teams can have copies of media attention they have received for their projects (e.g., magazine articles, newspaper articles, web pages, etc.). Teams may NOT distribute sample products (though they may display them), or copies of business plans or letters of commendation. Violation of this rule will result in an automatic 5-point deduction from the total of 40 points available for the written annual report. However, presenters MAY distribute their personal business cards.

Social Enterprise Business (SEB) Judging Criterion	Written Annual Report	Oral Presentation
1. Does the business have measurable and proven impacts ? Has the organization succinctly defined exactly what change it is trying to achieve? How has the organization measured the desired changes, and demonstrated that they are caused by the actions/interventions of the organization?	10	10
2. What are the community resources obtained by the business in helping it achieve its mission, and how were these resources employed (e.g., earned income; sources and uses of unearned income; cooperation from community organizations, volunteers, local government; note: at least 50% of the financial resources during the first year of business must come from earned revenue and the business must have a clear plan to eventually achieve profitability from earned revenue alone)?	10	10
3. Has the business exhibited sustainable business practices ? Does the business meet the needs of the present without compromising the ability of future generations to meet their own needs? Has the SAGE team understood the importance of being responsible stewards of the environment in a market economy, either through its products or services, or by its actions in the community?	10	10
4. Is there evidence that the business has a succession plan in place? In other words, has the team demonstrated that the business continue after the current year? Will the team carry on over the summer, winter and spring? Is there a chance that this organization's effectiveness can be expanded locally and replicated in new settings?	5	5
5. How effective was the SAGE team in utilizing mass media and social media to publicize its activities and enhance the visibility of SAGE (e.g., newspapers, magazines, TV, radio, billboards, newsletters, a website devoted to their SAGE business; Facebook)? Note: teams may insert samples, such as newspaper articles, with their annual report.	5	5
Total Possible Points	40	40
How effective were the students in their responses to judges' questions during the Q and A period?		20

Here is a handy summary of the five criteria:

1. Measurable impacts
2. Community resources
3. Sustainable business practices
4. Succession plan
5. Media (mass and social)

SAGE Coach/Teacher/Adult Ally/Sponsor

One of the best resources for a SAGE team is a supportive adult or adult organization that believes in the mission and goals of the team members. This person is really your “SAGE coach.” This may be a teacher, adult ally, parent, business leader or some other sponsor. He or she will admire you for your desire to become an entrepreneur. When the prospective coach learns about your business idea, he or she must be willing to enthusiastically share their expertise, their time and sometimes their financial resources to help you accomplish your goals.

Each SAGE team must have an adult SAGE coach, sponsoring organization or adult ally. Examples of a SAGE coach include:

- a teacher at your school
- the school itself
- an active and involved parent
- a university student mentor
- a business leader or entrepreneur
- an organization in the community, such as the Chamber of Commerce, Rotary Club, Lions Club or Soroptimist Club
- a faith-based institution (e.g., church, synagogue or mosque).

What qualities should be possessed by your SAGE coach?

Willingness to be a role model. Ideally, the coach is someone who is a successful entrepreneur, or a person or organization that is committed to the power of entrepreneurship to change the world.

Willingness to commit one or more of the three T’s: Time, Talent, Treasure. The SAGE coach will commit a minimum amount of time to advise the team as it identifies launches, operates and assesses its business venture. Of course, it will be helpful if the coach has a special talent that complements the SAGE team’s venture; also, the sponsor should do its best to help the team showcase their venture at the SAGE tournament. The ideal SAGE coach will be instrumental in helping a SAGE team deliver its business venture in a way that has potential to make a true impact in the lives of its owners, customers, suppliers, employees and citizens in the community.

Willingness to uphold the SAGE Ambassador’s Creed.

As a SAGE ambassador a SAGE coach has the rare opportunity to help others fulfill a personal dream and create an honorable legacy; namely, by helping to make manifest a vision to bring benefit to humankind. SAGE ambassadors enable their protégés to fulfill their potential for individual self-reliance and freedom, and encourage them to practice community sustainability and environmental stewardship. They also encourage transnational understanding and cooperation. In short, SAGE ambassadors serve as mature role models and contribute their wisdom to help the teenagers.

How does a SAGE team find a coach?

A SAGE team should invite a prospective coach to a welcome reception at its school or at a local restaurant. SAGE team members should make a presentation about mission, goals and objectives of the proposed business. Also provide them a list of the SAGE judging criteria, and provide them with ideas about how your team believes it can best meet the criteria. Then *ask them* for ideas. Your second activity should be to schedule a strategic planning retreat, and invite prospective sponsors and university mentors to help you out as you complete your activities.

Another outstanding source of a potential coach might be older students enrolled at a nearby community college and/or university (e.g., alumni from your high school who were SAGE members, or older brothers and sisters?). The mission of almost all colleges and universities include a commitment to serving the educational, cultural and economic needs of their area. Many collegiate business student organizations are given credit for completing activities in the community, and K–12 students are a primary audience for these

activities. Specific to the business discipline, there are many student organizations that are rewarded for community service work. Among these organizations are Beta Alpha Psi,

the Marketing Association, Delta Sigma Pi, and Enactus (formerly called Students in Free Enterprise—SIFE).



SAGE Coach/Teacher/Adult Ally/Sponsor/Agreement Form

As a SAGE Coach/Teacher/Adult Ally/Sponsor for the _____ SAGE team,
(SAGE Team name or school)

I, _____, will provide support and guidance
(Sponsor name)

without taking the control of the SAGE business ventures away from the team members. As a Sponsor, I agree to:

- Attend SAGE team meetings when available
- Help the team brainstorm ideas
- Provide guidance when the SAGE team makes decisions concerning the socially-responsible business (SRB) or social enterprise business (SEB)
- Offer my expertise to the SAGE team
- Help connect the SAGE team to my community
- Be a liaison between SAGE home office and the SAGE team
- Do my best to help the SAGE team travel to and participate in the SAGE Tournament(s)
- Encourage the SAGE team throughout the year

As a SAGE Sponsor, I **will not...**

- Make decisions for the SAGE team
- Take over the SRB or SEB
- Schedule or lead SAGE meetings

Coach/Teacher/Adult Ally/Sponsor's Contact Information:

Coach Name: _____

Mailing Address: _____

Daytime Telephone: _____ Evening Telephone: _____

Email: _____ Relationship to Team: _____

This Coach Agreement does not bind, legally or otherwise, a Coach to SAGE or any partnering organization; signing indicates that the signer understands the conditions of the agreement, and that he/she is committed to fulfilling his/her responsibilities. All Coaches are subject to background checks conducted by SAGE or partnering organizations.

Coach/Teacher/Adult Ally/Sponsor: By signing below, I am stating that I understand my role as a Sponsor, and am agreeing to the above conditions, and am making a commitment to the SAGE team.

SAGE Coach/Teacher/Adult Ally/Sponsor Signature

Date

SAGE Team: By signing below, we are stating that we understand the Sponsor's role, and we are making a commitment to the Sponsor:

SAGE Team Captain Signature

Date

Planning a Business

Brainstorm about how various ideas might work for your team, or how existing activities may be tailored to meet the SAGE competition criteria.

Ask yourself, “What really bothers me? What can I do about it?” These types of questions can often lead to viable business ideas.

Discuss local economic issues that the team might address. Your SAGE sponsor, a Business Advisory Board (BAB), faculty adviser, friends, parents and community leaders are all good resources to use when brainstorming ideas. Include college mentors as much as possible in your business planning. Read the judging criteria to determine how your ideas can fit in the competition.

There are so many business ideas that can be pursued by entrepreneurs today, especially with issues such as global warming, high cost of fossil fuel, carbon emissions, landfills filling up with harmful plastic bags and obsolete high-tech equipment, and...the list goes on and on. Now is an ideal time for youth to use their school learning to explore ways to find a market niche by creating businesses that consider alternative energy, alternative transportation, alternative consumption patterns and new ways to recycle. SAGE gives teenagers an outlet for their creative business ideas! Re-think. Recycle. Reclaim. Re-use.

You can find examples of SAGE businesses by reviewing the annual reports from SAGE teams that participated in previous tournaments. They can be found at <http://sageglobal.org>.

Ideas for businesses by prior teams include starting a health food snack bar, conducting energy audits, manufacturing designer bags, manufacturing a board game teaching business skills, creating a web consulting business, inventing a new product, selling Frisbee golf discs, and manufacturing jewelry and/or candles. *Hint: writing a good business plan or lean canvas before beginning operations is a very wise move! There are outstanding examples on the Internet; also, your school may already be offering the learning materials provided by the National Foundation for Teaching Entrepreneurship (NFTE—see <http://www.nfte.org>), Junior Achievement (see*

<http://www.ja.org>) or Virtual Enterprise, International (<http://www.veinternational.org>).

Also, as we explain below, SAGE has 17 global special competitions. We encourage all SAGE teams to create business and social ventures that address the UN’s Sustainability Goals.

Funding Your Business

Be sure to ask your SAGE coach/teacher/adult ally/sponsor for advice here.

If your SAGE team is affiliated with a school, make sure to obtain your school’s approval before you start a business, or undertake any fundraising activities. Follow your school’s guidelines and regulations.

To obtain startup capital, you can consider various fundraising activities, from bake sales and garage sales to monetary or in-kind solicitations. Some teams obtain funds from student government. Your team will need to determine what works best.

It is much easier to obtain funding when you have a specific business in mind, and potential financial supporters are much more likely to fund your business if they are included in the planning and operation of the your business.

Many companies offer grants through their individual stores. Please consult your local store managers and ask about their store’s community grants program.

Documenting Activities

Take snapshots or video footage of activities; keep copies of all media coverage, educational lesson plans, letters your group receives; and maintain a list of all activities completed with dates. These will be invaluable when your SAGE team prepares its annual report and verbal presentation. See the SAGE web site for examples of Annual Reports from previous SAGE World Cup teams.

SAGE gives teenagers an outlet for their creative business ideas! Re-think. Recycle. Reclaim. Re-use.

Frequently Asked Questions (FAQs)

It takes a bold teacher/entrepreneur/leader to be a SAGE Coach or SAGE Adviser. Below, we answer several questions that you may have before launching a SAGE program in your community.

- 1. How do I start a SAGE team?*
- 2. What does SAGE provide to schools interested in starting the program?*
- 3. Will participating in SAGE prevent me from participating in other student groups at my school?*
- 4. What is the minimum or maximum number of members required for a SAGE team?*
- 5. How much money does it cost to run a SAGE program?*
- 6. Does SAGE Global provide funding to SAGE teams?*
- 7. Can students receive course credit for participating in SAGE?*
- 8. How many hours per week do I need to commit to SAGE?*
- 9. Can a SAGE team have more than one SAGE Coach/Teacher/Adult Ally?*
- 10. How are SAGE mentors, coaches and high school faculty trained?*
- 11. Does SAGE compete with other high school business organizations, like Junior Achievement, DECA or FBLA?*
- 12. What are some of the outcome measures after eleven years of SAGE regarding benefits to the students involved?*
- 13. How do SAGE competitions link teens to community leaders?*
- 14. May a high school have more than one SAGE team?*
- 15. What if my country or school doesn't permit teens to start real businesses because we are too young?*
- 16. Can I continue with SAGE after I graduate from high school?*



I. How do I start a SAGE team?

The initial step involved with starting a SAGE team is to identify a teenager who wants to start his or her own business, and for them to recruit at least two more teens to help them organize, launch and operate the business.

If you are a high school student team, you must obtain support from your administration and identify a teacher to act as the adult ally for the team. *In the USA, if a school participates in SAGE, it must adopt our curriculum, "Turning Risk into Success (TRIS): A Teen Entrepreneurship Program."* See <http://sagetris.com>. Exceptions are made for schools that already use an accredited entrepreneurship curriculum. Teams outside the USA, while not mandated to use our curriculum, are highly encouraged to do so.

The key is to find an entrepreneurially-minded teacher who sees SAGE as a way to showcase their students' creative work. It's not so much the amount of resources that matters most; rather, what matters most is to find an innovative teacher who is truly dedicated to teenagers, and one who has the **courage** to allow the teens to show the outside world what they are learning.

If you cannot find a teacher willing to be your SAGE sponsor, please feel free to contact Dr. Curt DeBerg at cdeberg@sageglobal.org. He will assign university business students to become your SAGE coach, and they will conduct live meetings with you via Skype teleconferencing. If you do not have a webcam, SAGE will provide you with one. These teams must also use the TRIS curriculum, or a viable alternative.

In short, starting a team involves finding committed students to take on leadership roles within the team and develop the team further by recruiting other students. The SAGE team should work directly with the regional or national SAGE coordinator. If you are unsure who to direct your questions, please feel free to contact Dr. Curt DeBerg at cdeberg@sageglobal.org.

2. What does SAGE provide to schools interested in starting the program?

SAGE provides a tremendous amount of information on its global web site: <http://sageglobal.org>.

We also provide a curriculum (see <http://sagetris.com>), consulting advice from the SAGE Home Office, which

consists of a highly-qualified team of Chico State University SAGE Leaders. We can also provide sample letters to possible funders, such as banks and insurance companies, to help finance your operations.

3. Will participating in SAGE prevent me from participating in other student groups at my school?

No—while SAGE will require some of your time, you are still able to participate in other student groups. In fact, students already involved in student groups are ideal candidates for being part of your SAGE team.

4. What is the minimum or maximum number of members required for a SAGE team?

You must have at least three (3) teenagers to start and operate a SAGE team. There is no maximum; your entire school can be a part of SAGE! If you are not affiliated with a school, we will assign Chico State University mentors to help you.

5. How much money does it cost to run a SAGE business?

This depends on your business. Service businesses require very little startup cash; product businesses require you to buy inventory first. In either case, you should create a budget for your SAGE team based on a business plan. To start a business, you need startup capital. Usually, you can get startup capital through donations, grants, fundraisers, personal savings or loans from relatives. There is no cost to join the SAGE network.

6. Does SAGE Global provide funding to SAGE teams?

No—SAGE Global does not provide any funding to SAGE teams. Initial funding for your team can be obtained through fundraising initiatives or the business run by your SAGE team. You are encouraged to speak with your SAGE national representative for fundraising ideas. Sample grant proposals can be downloaded from the SAGE Global web site. (*Note: some retail stores offer community grants; in the US, these stores include Target, Best Buy, Wal-Mart, Staples, etc.*)

However, each SAGE national coordinator is encouraged to help schools/SAGE teams seek funding for SAGE teams within their borders.

7. Can students receive course credit for participating in SAGE?

That is something that must be determined by the administration at each high school and SAGE Global has no involvement in that decision.

8. How many hours per week do I need to commit to SAGE?

There is no minimum number of hours you need to commit to SAGE, everyone works at different paces and some projects will require more of a time commitment than others. Keep in mind, though, the more you put into SAGE, the more you'll get out of it.

9. Can a SAGE team have more than one SAGE Coach/Teacher/Adult Ally?

Yes—SAGE teams may have more than one adult ally. For example, some SAGE teams have more than one teacher advisor (this teacher is sometimes called the SAGE Coach); however, there will need to be one adult ally that acts as the main contact point between your SAGE team and the SAGE National Coordinator.

10. How are SAGE mentors, coaches and adult allies trained?

SAGE Global now provides “Master Teacher Training Workshops” for schools who adopt TRIS (see <http://sagetris.com>).

11. Does SAGE compete with other high school business organizations, like Junior Achievement, DECA, FBLA, NFTE or Virtual Enterprise?

SAGE is *not* a competitor for existing high school business organizations, and it does not advocate any one curriculum over another. However, we do recommend certain entrepreneurship programs that are widely-known and respected, such as the Network for Teaching Entrepreneurship—NFTE—curriculum (see <http://nfte.com>), Junior Achievement (<http://www.ja.org/>), and <http://build.org>.

SAGE is an exciting avenue to showcase the activities completed by the high school SAGE students, no matter what curriculum they use or what business club they may already be a part of! The good news is that they can

present the results of their work to influential leaders. Moreover, SAGE encourages SAGE teens to develop a direct connection to nearby colleges through the SAGE mentor/consultant criterion.

It is important to point out several of SAGE's unique features:

1. SAGE allows teens to pick either an SRB or an SEB as its business venture.
2. Businesses are judged primarily on innovation, profits, social impact, social responsibility and a plan to continue operating after the school year ends.
3. Environmental stewardship and civic engagement are embedded in the social responsibility judging criterion.
4. In order to participate in a SAGE tournament, a SAGE team must meet certain milestones during the year. For example, in the United States, the following milestones must be achieved:
 - *By December 1, 2017: Submission of your intent to participate*
 - *By April 15 2018: Submission of an acceptable annual report*
 - *May 25–28 2018: Travel the SAGE USA National Tournament in Henderson, Nevada (a suburb of Las Vegas)*
5. SAGE has regional and/or a national tournament to showcase the entrepreneurial ventures created and operated by the teams; the best teams advance to the SAGE World Cup.
6. SAGE encourages students to *continue/sustain* their existing businesses by allowing teams to enter the same business venture for up to three years.

12. What are some of the outcome measures after eleven years of SAGE regarding benefits to the students involved?

Based on a survey of 178 teens participating in recent SAGE World Cup tournaments, we found that: (1) over 90% of the teens are more confident about their future because of business skills they have learned through SAGE; (2) over 90% of the students more strongly believe that giving back to the community is an important part of a business's social

responsibility; (3) 84% of the students are now more highly motivated to pursue a college or university degree; and (4) 95% of the students consider themselves to have a broader worldview, and are now more accepting of people from other backgrounds and cultures.

After each competition, SAGE collects the annual reports and multimedia presentations, and accompanying media coverage and creates a portfolio for each team. This portfolio allows us to summarize the quantity and quality of ventures created, operated and sustained during the year. Other descriptive statistics are also collected, summarized and analyzed, including:

1. Number of new or improved SEBs
2. Number of annual written reports summarizing each team's activities
3. Number of verbal presentations made at state and national SAGE competitions
4. Number of business and community leaders directly involved as SAGE BAB members
5. Number of business and community leaders directly involved on a "SAGE Jury" of panelists who evaluate the written reports and multimedia presentations (this form of assessment leads to benchmarking and continuous improvement among all SAGE teams)
6. Number of university mentors (usually 2 per SAGE high school) who assist each SAGE team in identifying, completing and reporting its projects
7. Number of gross impressions made by media obtained, including newspaper, radio, television and Internet.

13. How do SAGE competitions link teens to community leaders?

Through their competitions against other teenage SAGE teams, the SAGE competition offers a forum for teenage teams to present their activities to a panel of distinguished judges. These judges represent a cross-section of local leaders, including CEOs, entrepreneurs, policymakers, educators and the media.

SAGE business supporters (individuals, corporations, and foundations) provide financial support for the competitions, serve as judges and competition coordinators, and provide funds for prize money and trophies awarded to winning

teams. SAGE is an all-inclusive student association, allowing for maximum participation from many existing or new secondary school organizations promoting business and economic literacy, with an emphasis on the development of communication, leadership and teamwork skills.

Because of the skills acquired by SAGE students, SAGE donors actively recruit participants in SAGE for employment. Also, university and community colleges that have active SAGE teams in their areas actively recruit secondary school students who want to continue their SAGE experience in higher education.

14. May a high school have more than one SAGE team?

Yes! A secondary school or other organization serving teens may now have several competing SAGE teams. Also, if students from more than one high school wish to come together as one team, that is permissible. Example: Teen members of a Boys and Girls Club's "Keystone Club."

15. What if my country or school doesn't permit teens to start real businesses because we are too young?

In most countries, teens are not legally able to launch their own companies until they are of legal age. For example, the legal age in the United States is 18. Remember, though, that SAGE is an education organization, first and foremost. The overarching goal is help teens learn how to start and operate their own venture, so that when they get older they have the knowledge and skills to create a legal business. In the meantime, though, teens can either create "hypothetical businesses" under the watchful eye of their adult ally and mentors, with "profits" being rolled back into the business and/or paid out in the way of "scholarship" dividends!

16. Can I continue with SAGE after I graduate from high school?

Yes, you may continue your business for up to three years, and if you are still a teenager by the time of your national competition, you can compete in the SAGE tournament. If you discontinue your business and go on to university, you can serve as a university mentor to active SAGE teams at your high school. And once you graduate from university, you can become a member of their business advisory board.

Incentive for Teachers and Students

One of our mottoes is, “Creating Better Futures through Entrepreneurship.” SAGE provides an avenue by which the innovative businesses started and operated teenagers can be showcased. We provide a formula for education and economic reform that so far has proven to be successful; after 14 years, we have shown real results in how we have changed the lives of teenagers, both from advantaged and disadvantaged communities.

Consider the words of a SAGE student from a couple years ago: “When I began SAGE as a sophomore, I was shy and quite afraid of public speaking. Through SAGE, not only was I able to gain confidence but I was able to start my own business and help people around the world.” And consider another: “Before SAGE, I wanted to become a doctor. After SAGE, I want to become a doctor *and* build hospitals.”

There are many benefits for teens involved in SAGE. They will have the ability to:

- Do *real work* versus just completing class assignments, and have a hand in determining their own activities.
- *Improve their community* directly and by setting an example for peers and adults; many of the projects address the Millennium Development Goals.
- Be encouraged to *think creatively* in developing and implementing solutions.
- Meet and *network* with business, community, and civic leaders.
- Develop teamwork, leadership, time-management and communication *skills*.
- Gain curriculum specific *knowledge* in a stimulating way.
- *Travel* to regional and/or possibly a national competition between February 2018 and June 15, 2018.
- *Meet and network with other teenagers* locally, nationally, and internationally during competition time.
- Have the chance to *travel internationally* to participate in SAGE World Cup in August 2018; there they will meet students from around the world.
- Strengthen their *college applications*: extraordinary activities, letters of commendation, references.
- Have the chance to *compete for prize money*.
- Strengthen their *job applications* (if they choose not to continue with their business): business and leadership

skills, letters of commendation, references.

- Show their *adult* abilities by assuming *adult* roles.
- *Help people in other countries* by doing business with them.
- Perhaps be at the *forefront of an historic change* for a better world.
- Perhaps *make money* for college or to expand their business.

If a SAGE team is sponsored by its local high school, the SAGE teacher will also see several benefits. First, because students complete activities during the year in anticipation of presenting the results orally and in writing at the end of the year, they have a motivation other than grades. Second, by encouraging students to participate in a friendly competition, the quality of programs goes up from one year to another. Third, by providing teenagers with the opportunity to showcase their best activities in front of peers and a panel of influential judges, under the direction and guidance of their college mentors/consultants, SAGE provides a formal link between high schools, universities, and business that is currently missing.

In addition to the benefits listed above, a teacher will have the ability to:

- Motivate students in a fun, competitive way.
- Introduce students to an innovative form of activity-based learning.
- Offer a unique way to help students learn entrepreneurship knowledge and skills.
- Explain the difference between a business enterprise, a social enterprise and a nonprofit organization.
- Establish a network of business, civic and education leaders.
- Gain attention for the achievements of your students.
- Travel to regional and/or the national; the champion team(s) in each country advances to the international competition.

In summary, SAGE is filling an unmet need. Competition based on innovation, social responsibility, business involvement, and mentorship are key aspects that set SAGE apart from other youth education programs.

SAGE Code of Conduct/Ambassador's Creed

In the SAGE organization, where borders between countries are becoming increasingly transparent, principles adhered to by SAGE network participants are becoming the necessary criteria for building a good reputation in the international business community. The following ambassador's creed is the basis on which ongoing quality relationships are formed and maintained. This Ambassador's Creed should be applied in good faith, with reasonable business judgment, to enable SAGE to achieve its mission within the framework of the laws of each participating country. It applies to all individuals participating in the SAGE network in any capacity (including, but not limited to, SAGE employees, SAGE student team members, SAGE Coaches/Teachers/Adult Allies/Sponsors, judges at SAGE tournaments, alumni and members of the SAGE Global Board and Business Advisory Boards). These individuals will be referred to as network participants within this Ambassador's Creed.

SAGE Ambassador's Creed

As a SAGE ambassador I have the rare opportunity to help others fulfill a personal dream and create an honorable legacy; namely, by helping to make manifest a vision to bring benefit to humankind. I will do my best to enable teenagers to fulfill their potential for individual self-reliance and freedom, and encourage them to practice community sustainability and environmental stewardship. I will also encourage transnational understanding and cooperation. In short, as a SAGE ambassador, I will serve as a mature role model and contribute my wisdom to help the teenagers.

I shall strive to avail myself fully of this opportunity by enabling youth and young adults to

- learn about SAGE,
- participate in SAGE,
- start up business and social ventures which become replicable and self-funding,
- develop into dedicated and indefatigable social entrepreneurs.

The combination of business entrepreneurship and social enterprise provides a formula for a new kind of capitalism—a more humanitarian capitalism

To bring these benefits to our emerging generation, I shall

- recruit or assist in recruiting a SAGE ambassadorial team which would subscribe to this creed;
- facilitate the underwriting for SAGE in the city or country in which I represent SAGE;
- invite youth and young adults to avail themselves of SAGE;
- invite professionals to mentor the youth and young adults in SAGE and evaluate social ventures so that they operate optimally;
- work cooperatively with governments, institutions, and other organizations so as to advance all programs consistent with the guiding philosophies of SAGE.

At all times, I shall

- teach and advise others on the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring and citizenship;
 - integrate the Six Pillars of Character into all my activities;
 - teach and utilize the best practices of social entrepreneurship, so that an example be set for youth and young adults;
 - teach that community and compassion come first for social entrepreneurs; cooperate with SAGE so that the SAGE vision be fulfilled.

Liability Disclaimer

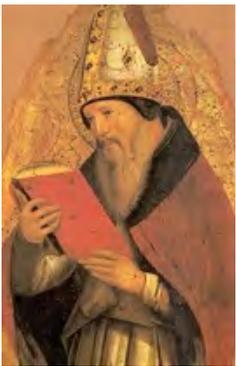
By participating in the SAGE program or SAGE tournaments, the participating team members, academic institutions, teachers, parents and adult allies acknowledge that SAGE is not responsible for team businesses, projects, activities or events. SAGE Coaches/Teaches/Adult Allies/Sponsors and team participants will follow the guidelines set forth in the SAGE Information Handbook 2017-2018 and their own institutional policies and regulations. Travel to SAGE events is strictly at each participant's own risk and expense. SAGE shall not be liable for injury or loss of property traveling to or during a SAGE tournament.

Participating SAGE Coaches/Teaches/Adult Allies/Sponsors and team participants agree to release, fully discharge,

indemnify and hold harmless SAGE, its affiliates, officers, directors or representatives, from any and all liabilities, losses, claims, judgments, damages (whether direct or indirect, consequential, incidental or special), expenses and

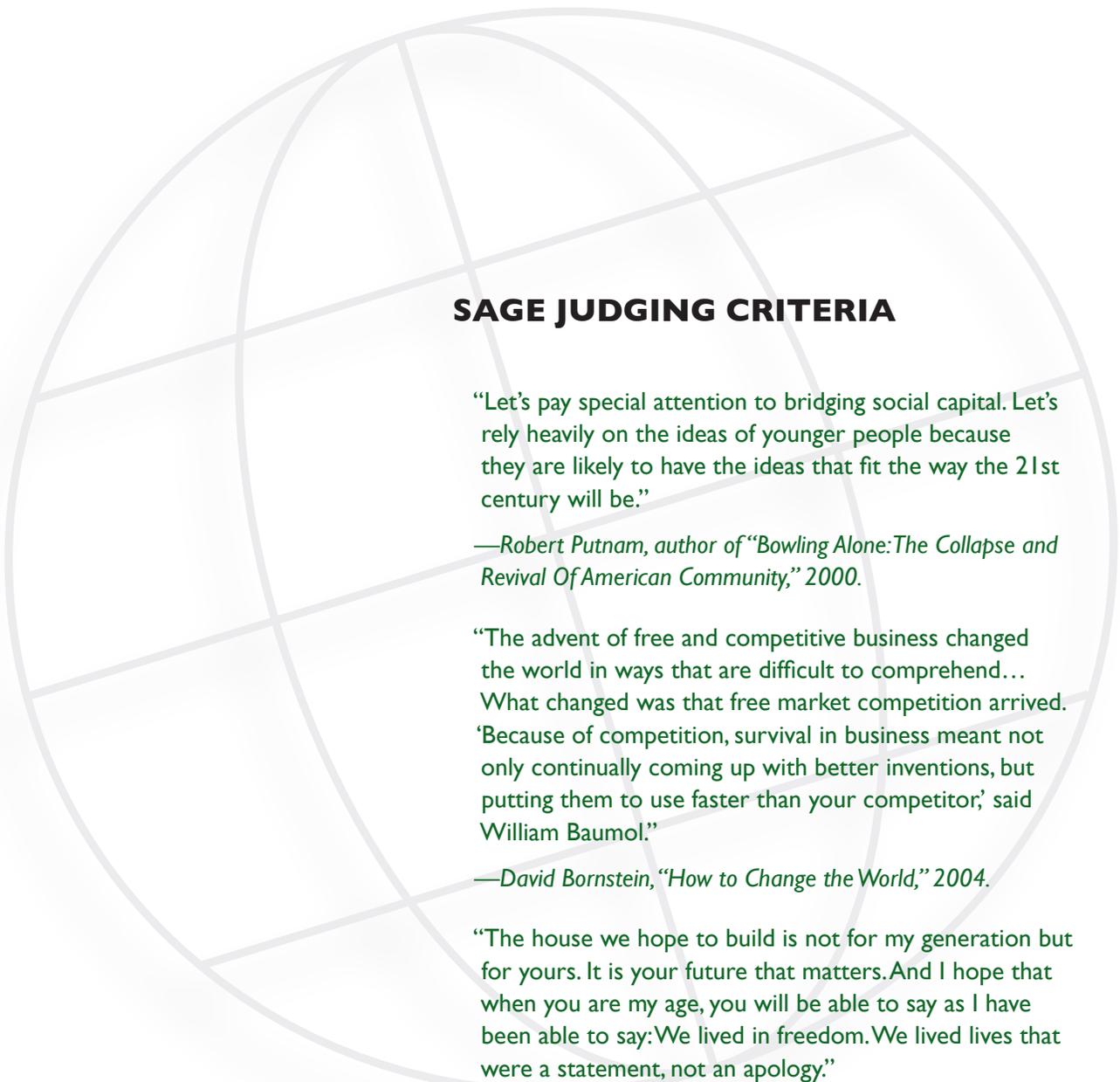
costs (including reasonable fees and expenses of counsel) that they may suffer or incur by reason of participating in any way in the SAGE program or at a SAGE tournament.





“The world is a book and those who do not travel read only one page.”

St. Augustine



SAGE JUDGING CRITERIA

“Let’s pay special attention to bridging social capital. Let’s rely heavily on the ideas of younger people because they are likely to have the ideas that fit the way the 21st century will be.”

—Robert Putnam, author of *“Bowling Alone: The Collapse and Revival Of American Community,”* 2000.

“The advent of free and competitive business changed the world in ways that are difficult to comprehend... What changed was that free market competition arrived. ‘Because of competition, survival in business meant not only continually coming up with better inventions, but putting them to use faster than your competitor,’ said William Baumol.”

—David Bornstein, *“How to Change the World,”* 2004.

“The house we hope to build is not for my generation but for yours. It is your future that matters. And I hope that when you are my age, you will be able to say as I have been able to say: We lived in freedom. We lived lives that were a statement, not an apology.”

—Ronald Reagan, *Fortieth President of the United States*

“True compassion is more than flipping a coin to a beggar; it comes to see that an edifice which produces beggars needs restructuring.”

—Martin Luther King, Jr.

SAGE Judging Criteria Scoring Rubric for a Socially Responsible Business (SRB) Written Annual Report and Oral Presentation (80 Points Max)

Note: Judges will be given 10 minutes to score the annual report; teams then orally present for 13 minutes

Section I. Based on examination of their four-page Written Annual Report and Oral Presentation, to what degree did the student team demonstrate that...

SAGE Team:

Judge ID #:

ELEMENT	High
1. Innovativeness and Creativity	The business has features which few, if any other businesses have, which add to its success. 10 9 8
2. Profit	The business has achieved strong profitability through earned income. Or it has defined a believable path toward profitability 10 9 8
3. Sustainable Business Practices	The business strongly demonstrates that it employs sustainable business practices. The SAGE team firmly understands the importance of being responsible stewards of the environment, either through its products or services, or by its actions in the community. 10 9 8
4. Succession Plan	The business has clearly explained how the business will continue after the current year. There is a strong chance that the business can be expanded locally and replicated in new settings. 5
5. Use of Media	The business has clearly utilized mass media and/or social media to publicize its activities and enhance the visibility of SAGE, as evidenced by reach, frequency and gross impressions in such outlets as newspaper, magazines, TV, radio, and the Internet. 5

Medium	Low	Points Possible Written	Points Possible Oral	Points Awarded
The business has features which some any other businesses have, which add to its success. 7 6 5 4	The business has few or no features which set itself apart from other businesses. 3 2 1	10	10	
The business has achieved moderate profitability through earned income. Or it has defined a believable path toward profitability 7 6 5 4	The business has not achieved profitability through earned income, nor has it defined a believable path toward profitability 3 2 1	10	10	
The business somewhat demonstrates that it employs sustainable business practices.The SAGE team seems to understand the importance of being responsible stewards of the environment, either through its products or services, or by its actions in the community. 7 6 5 4	The business does very little to demonstrate that it employs sustainable business practices. The SAGE team does not demonstrate a strong understanding of the importance of being responsible stewards of the environment, either through its products or services, or by its actions in the community. 3 2 1	10	10	
The business appears to be a going concern, but isn't certain that the business will continue after the current year:There is a moderate chance that the business can be expanded locally and replicated in new settings. 4 3 2	The business does not appear to be a going concern, and there is great uncertainty that the business will continue after the current year:There is a very little chance that the business can be expanded locally and replicated in new settings. 1	5	5	
The business has somewhat used the mass media and/or social media to publicize its activities and enhance the visibility of SAGE, as evidenced by reach, frequency and gross impressions in such outlets as newspaper, magazines,TV, radio, and the Internet. 4 3 2	The business has not used the mass media and/or social media to publicize its activities and enhance the visibility of SAGE, as evidenced by reach, frequency and gross impressions in such outlets as newspaper, magazines,TV, radio, and the Internet. 1	5	5	
	TOTAL POINTS	40	40	

SRB Presentation Question and Answer Period (20 Pts. Max)

Note: There will be a mandatory 7-minute Q and A period following the oral presentation

If SAGE students finish their oral presentation in exactly 13 minutes, the team will be given exactly 7 minutes to answer questions from the judges. If they finish in less than 13 minutes, the team will be given more time for Q and A. For example, if a team finishes its oral presentation in 12 minutes, it will be given a total of 8 minutes for Q and A.

Judges will be looking for:

1. Overall Effectiveness—Based on questions from the judges, overall, how well did the students demonstrate knowledge of the projects described in the written report and oral presentation?
2. Balance—Did students share responses, or did one or two students dominate?
3. Poise—Were the students confident and polished?





SAGE Judging Criteria Scoring Rubric for a Social Enterprise Business (SEB) Written Annual Report (80 Pts. Max)

Note: Judges will be given 10 minutes to score the annual report; teams then orally present for 13 minutes

Section I. Based on examination of their four-page Written Annual Report and Oral Presentation, to what degree did the student team demonstrate that...

SAGE Team:
Judge ID#:

ELEMENT	High
1. Measurable and Proven Impacts	The business has succinctly defined exactly what change it is trying to achieve. It has effectively measured the desired changes it seeks to make, and demonstrated that the changes were caused by the actions of the business. 10 9 8
2. Community Resources	The business has clearly identified the resources obtained to help it achieve its mission, and shown how these resources were employed. Financial resources include at least 50% of earned income. Examples of other resources include cooperation from community organizations, volunteers, and local government. 10 9 8
3. Sustainable Business Practices	The business strongly demonstrates that it employs sustainable business practices. The SAGE team firmly understands the importance of being responsible stewards of the environment, either through its products or services, or by its actions in the community. 10 9 8
4. Succession Plan	The business has clearly explained how the business will continue after the current year. There is a strong chance that the business can be expanded locally and replicated in new settings. 5
5. Use of Media	The business has clearly utilized mass media and/or social media to publicize its activities and enhance the visibility of SAGE, as evidenced by reach, frequency and gross impressions in such outlets as newspaper, magazines, TV, radio, and the Internet. 5

Medium	Low	Points Possible Written	Points Possible Oral	Points Awarded
<p>The business has been moderately successful at defining what change it is trying to achieve. It has been somewhat effective at measuring the desired changes it seeks to make, and have indirectly shown that that the changes were caused by the actions of the business.</p> <p>7 6 5 4</p>	<p>The business has achieved little success at defining what change it is trying to achieve. It has been not been very effective at measuring the desired changes it seeks to make, and have has not clearly shown that that the changes were caused by the actions of the business.</p> <p>3 2 1</p>	10	10	
<p>The business has somewhat identified the resources obtained to help it achieve its mission, and shown how these resources were employed. Financial resources may or may not include at least 50% of earned income. Other resources, such as cooperation from community organizations, volunteers, and local government, were used somewhat effectively.</p> <p>7 6 5 4</p>	<p>The business has not clearly identified the resources obtained to help it achieve its mission, nor has it shown how these resources employed. Financial resources did not include at least 50% of earned income. Other resources, such as cooperation from community organizations, volunteers, and local government, were not used effectively.</p> <p>3 2 1</p>	10	10	
<p>The business somewhat demonstrates that it employs sustainable business practices. The SAGE team seems to understand the importance of being responsible stewards of the environment, either through its products or services, or by its actions in the community.</p> <p>7 6 5 4</p>	<p>The business does very little to demonstrate that it employs sustainable business practices. The SAGE team does not demonstrate a strong understanding of the importance of being responsible stewards of the environment, either through its products or services, or by its actions in the community.</p> <p>3 2 1</p>	10	10	
<p>The business appears to be a going concern, but isn't certain that the business will continue after the current year. There is a moderate chance that the business can be expanded locally and replicated in new settings.</p> <p>4 3 2</p>	<p>The business does not appear to be a going concern, and there is great uncertainty that the business will continue after the current year. There is a very little chance that the business can be expanded locally and replicated in new settings.</p> <p>1</p>	5	5	
<p>The business has somewhat used the mass media and/or social media to publicize its activities and enhance the visibility of SAGE, as evidenced by reach, frequency and gross impressions in such outlets as newspaper, magazines, TV, radio, and the Internet.</p> <p>4 3 2</p>	<p>The business has not used the mass media and/or social media to publicize its activities and enhance the visibility of SAGE, as evidenced by reach, frequency and gross impressions in such outlets as newspaper, magazines, TV, radio, and the Internet.</p> <p>1</p>	5	5	
	TOTAL POINTS	40	40	

SEB Presentation Question and Answer Period (20 Pts. Max)

Note: There will be a mandatory 7-minute Q and A period following the oral presentation

If SAGE students finish their oral presentation in exactly 13 minutes, the team will be given exactly 7 minutes to answer questions from the judges. If they finish in less than 13 minutes, the team will be given more time for Q and A. For example, if a team finishes its oral presentation in 12 minutes, it will be given a total of 8 minutes for Q and A.

Judges will be looking for:

1. Overall Effectiveness—Based on questions from the judges, overall, how well did the students demonstrate knowledge of the projects described in the written report and oral presentation?
2. Balance—Did students share responses, or did one or two students dominate?
3. Poise—Were the students confident and polished?









SAGE COMPETITIONS

The citizen sector is, in fact, beginning to resemble a market economy of social ideas, characterized by a rich diversity of grassroots institutions and energetic entrepreneurs crafting solutions that no one could have anticipated, let alone planned for... In the past, citizen sector organizations have been isolated from the forces of head-to-head competition. As the romance of charity yields to a healthy realism that citizen organizations should rise and fall on their merits, the result is likely to accelerate innovation. In a competitive landscape—when rewards follow the best performers—it takes only one innovative organization to send everyone else scrambling to upgrade their products and services lest they be left behind.

—David Bornstein, *Author, How to Change the World, 2004*

National Competitions: An Overview

SAGE teams will travel to a national competition sometime between February and June 15, 2018 (dates and locations pending). Some countries may opt to conduct regional/provincial competitions, and invite the regional winners to the national event.

Starting this year, all national competitions must be completed by June 15, 2018 in order to give the SAGE World Cup host country enough time to help each SAGE delegation secure visas and plan the event.

Ideally, each country will host both the SRB competition and the SEB competition concurrently. The best team from each of the two national competitions will be invited to the SAGE World Cup.

In either case, the competition is usually hosted by a university or SAGE Coordinator in your area. At the competition, SAGE teams are assigned to “leagues,” just like in athletic competitions. Each team presents the results of their activities to a panel of judges. The SAGE team that is rated the highest in the country is known as the SAGE Country Champion.

Each team makes a 35-minute live presentation to a panel of business and civic leaders (10 minutes set up and handout annual reports to judges, 13 minutes oral presentation, 7 minutes for questions and answers, and 5 minutes for exiting the room while the judges score the team). This presentation describes how a SAGE team’s activities have met the four judging criteria.

The next SAGE World Cup is scheduled to take place in August 2018. The first place winner of each of the two SAGE National competitions is invited to represent their country at the World Cup. Please refer to the SAGE web site for continuous news and updates.

Written Annual Report

The written report is the first impression the judges get of your year’s work. Make your report easy to follow by clearly identifying sections with the corresponding judging criteria. Samples of annual reports can be downloaded by going to <http://sageglobal.org>.

Please make sure the report is written in **English**. *Suggestion: make sure someone who is very fluent in English proofreads and edits your report. A SAGE consultant or mentor available by e-mail can tell you whether your report would need editing, after which somebody at your school or in your community would proofread.*

Written annual reports are limited to a total of four (4) printed pages on 8 ½ by 11 paper (or two pages front to back). If your team uses a cover or back page it will count as one of those four pages.

You may also attach copies of any newspaper coverage, and other evidence of media attention, of your activities. It would be helpful for the growth and prestige of our organization if SAGE is mentioned in the article. You may also attach sample newsletters and photos of billboards, etc. Also, presenters may distribute their personal business cards.

*Teams may **not** distribute copies of business plans or letters of commendation, or samples of products. Violation of this rule will result in an automatic 5-point deduction from the total of 40 points available for the written annual report. Additionally teams can display their products but may not give gifts to judges.*

Your team should bring *40 copies* of your team’s annual report to be handed out to the SAGE judges.

During the ten minute setup period, we urge your team to display the annual report on the computer projection screen, one page at a time, so that judges and other audience members can see the report.

Oral Presentation

Competition presenters should write their own parts of the presentation so they are very familiar with the contents. Visual documentation should accompany the oral presentation. Presentations vary, with teams using slide projectors, video monitors, or computer presentations for visual documentation. *Teams may demonstrate sample products, but they are not permitted to hand them out for judges to examine.*

You may want to ask the college mentors, your advisory board, or your speech and drama teachers at your school to critique your presentation and make suggestions for improvement. Presentation team members need to be familiar with *every* activity.

Presentation Details

Each SAGE team will be given a 35-minute time block at the competition. During the first 10 minutes, while judges read and score the annual reports, the team will set up its equipment, set up props, etc. The team will then have 13 minutes to give their oral/audio-visual presentation, followed by a 7-minute mandatory question and answer period. Finally, in the last 5 minutes, students will remove all their equipment and exit the room while the judges score the team.

Anyone (including the SAGE Coach/Teacher/Adult Ally) may assist the team with set up or operation of AV equipment. However, only the student team members may participate in the presentation or answer questions from the judges.

While we encourage SAGE teams to demonstrate their products during the presentation, teams should be careful not to use harmful ingredients or techniques that may create problems with the conference venue. If the presentation materials appear to be in violation of this rule, in the opinion of the league coordinator, the team will be banned from using such ingredients or techniques.

To see a sample presentation, we invite you to go to http://www.youtube.com/watch?v=NHo_MQGmhkA&feature=youtu.be.

Presentation Equipment

The SAGE host will provide one large projection screen and two extension cords, and an equipment stand or cart to hold your team's laptop and visual projection system.

Teams must bring their own laptops, video projectors, and sound systems. Every effort will be made by the host to supply the video projectors, but each team is responsible for ensuring that they have their own laptop and video projector. Costs to rent equipment, on site, are the responsibility of the SAGE team, not the SAGE host.

Practice time in practice rooms

Every effort will be made by the SAGE tournament host to allow SAGE teams to practice time in designated practice rooms. Teams should be respectful of other teams, and only remain in the room for 15 minute periods unless no other teams are waiting.

General Information

1. Except for the annual report (and media, if any), *the only other items that can be handed out are business cards of SAGE team members*. However, teams may display products by holding them up during and after the oral presentation, but they cannot hand out products for judges to individually examine.
2. Members of local TV, radio, or newspaper media have full access to all presentation rooms at any time. All teams should be prepared for the possibility of the media taking video or photos of their presentation. By participating in SAGE, all guests (e.g., student presenters, observers, judges, teachers, etc.) implicitly allow their faces and images to be used in future media for SAGE.

SAGE World Cup 2018

The host country for the fifteenth SAGE World Cup will be selected on or before January 31, 2018. We will provide more details at <http://sageglobal.org> as they are finalized. The World Cup will take place in August.

Two SAGE teams from each country are invited to the World Cup: one who wins the national SEB competition, and the other who wins the best SRB competition. In the event the first place team cannot attend the second place will be invited to attend in its place. However only one SEB and only one SRB per country will be invited.)

Expenses

The SAGE host, working with SAGE Global, intends to pay for meals and for lodging for each *official* country delegation.

The number of meals, lodging nights, and size of the *official* country delegation will be finalized by May 30, 2018.

Airfare, visa fees, and ground transportation to and from the airport at the host city are the responsibility of each national delegation.

*Please note, the **official** country delegation maximum number will be set by the SAGE host and SAGE Global. If there are additional people who wish to attend, they may do so as unofficial delegates based on space availability and payment of a registration fee. It is the **sole discretion** of the National Coordinator to designate who is an **official** delegate and who is an **unofficial** delegate. Unofficial delegates must pay for their own expenses.*

Overall Awards and Prize Money

The SAGE World Cup champion, the first runner-up and the second runner-up teams in the SRB categories will win prize money of \$2,000, \$1,000 and \$500. Likewise, the top three teams in the SEB category will also win prize money of \$2,000, \$1,000 and \$500. Prize money for these awards is provided by one of SAGEGLOBAL's most supportive sponsors, the Ken Grossman/Katie Gonser family of Chico, California.

1. The awards will be given to the SAGE World Cup Champion, First Runner-Up, Second Runner-Up, and Third Runner-Up in the SRB and SEB category.

2. SAGE World Cup judges will select the top three awards. The awards will be as follows:

US \$2,000 and a trophy for the first-place team

US \$1,000 and a trophy for the second-place team

US \$500 and a trophy for the third-place team

4. The prize money must be used by the winning teams to defray the expenses associated with attending the international competition and/or be invested in their business ventures.

5. The three championship round teams in each category will be featured on the web sites maintained by SAGE.

Special Competition Awards and Prize Money

There will be 17 special competitions for Best Enterprises Addressing the UN Sustainable Development Goals (SDGs). Details about these goals can be found here: <https://sustainabledevelopment.un.org/topics>

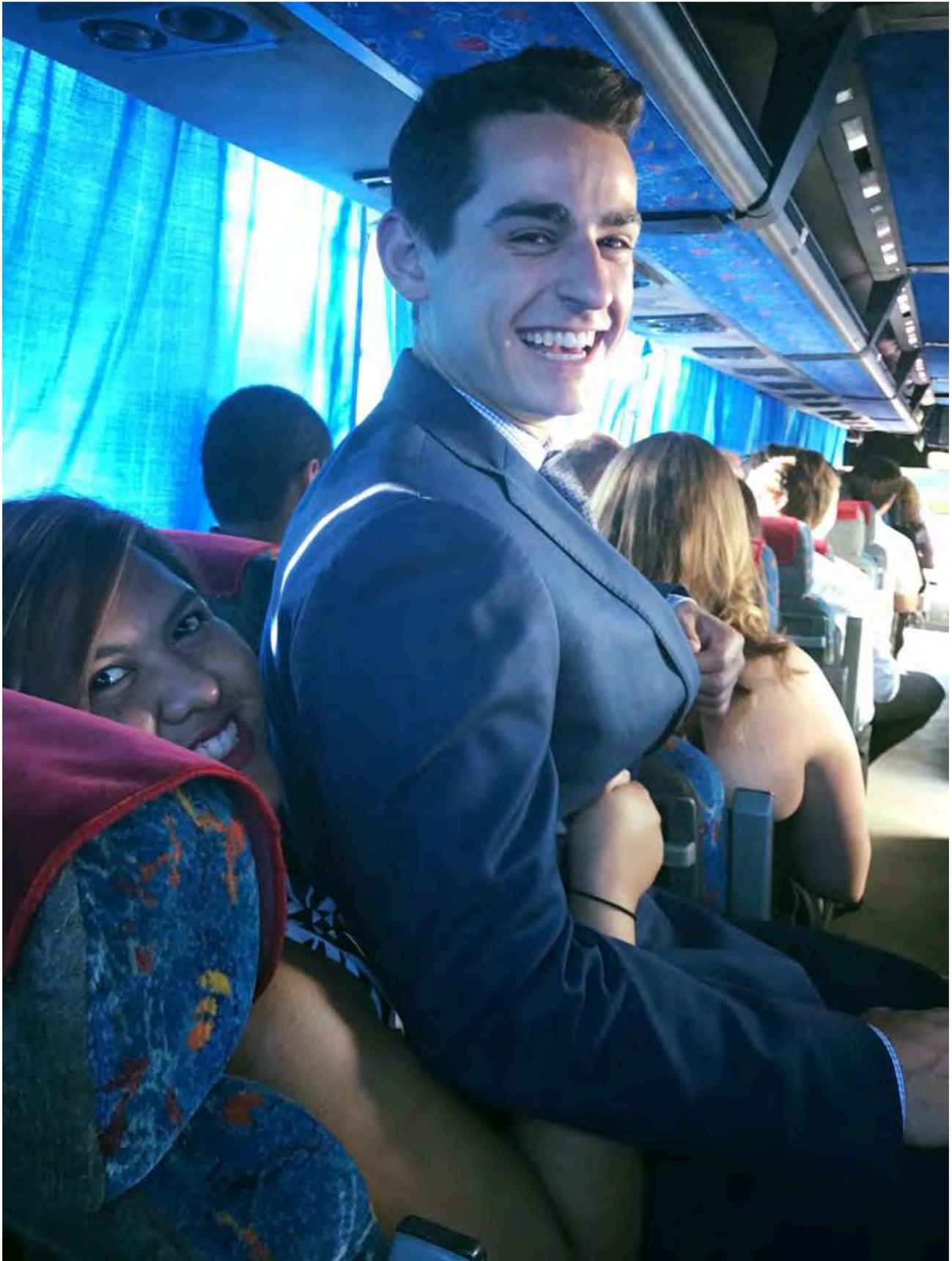
SAGE teams advancing to the SAGE World Cup are eligible to submit their entries for consideration for one or more of the 17 goals. The winning team in each category will receive a plaque and \$100 in prize money. The goals are to:

- End poverty in all its forms everywhere.
- End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.
- Ensure healthy lives and promote well-being for all at all ages.
- Ensure inclusive and quality education for all and promote lifelong learning.
- Achieve gender equality and empower all women and girls.
- Ensure access to water and sanitation for all.
- Ensure access to affordable, reliable, sustainable and modern energy for all.
- Promote inclusive and sustainable economic growth, employment and decent work for all.
- Build resilient infrastructure, promote sustainable industrialization and foster innovation.
- Reduce inequality within and among countries.
- Make cities inclusive, safe, resilient and sustainable.
- Ensure sustainable consumption and production patterns.
- Take urgent action to combat climate change and its impacts.
- Conserve and sustainably use the oceans, seas and marine resources.
- Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.
- Promote just, peaceful and inclusive societies.
- Revitalize the global partnership for sustainable development.



SUSTAINABLE DEVELOPMENT GOALS







**WHAT ARE PEOPLE SAYING
ABOUT SAGE?**

WHAT ARE PEOPLE SAYING ABOUT SAGE?

Testimonials

“It is our duty to do to spread the message of entrepreneurship so that we can make sure that SAGE lives in schools across the African continent and the world at large.”

—*Ndaba Mandela, CEO, Africa Rising Foundation (grandson of Nelson Mandela)*

“Investment in youth’s entrepreneurial capacity as future leaders of national economies is not only desirable but must be pursued with vigour. Central Bank of Nigeria will make SAGE one of its financial literary champions in our new campaign to establish six Entrepreneurial Development Centers across the country.”

—*Sanusi Lamido Sanusi, Governor, Central Bank of Nigeria*

“When I began SAGE as a sophomore, I was shy and quite afraid of public speaking. Through SAGE, not only was I able to gain confidence but I was able to start my own business and help people around the world.”

—*Allie Marasco, SAGE student, 2009–2011, Co-owner, Small World Publishing*

“In my humble opinion, the U.S. Mission accomplished more with a few hours of our time and a couple hundred bucks than we accomplished with the entire foreign aid budget for Africa in a year. In short, the SAGE staffs are my heroes because you don’t talk about changing the world, you’re doing it!”

—*Rich Shields, former Financial Management Officer, U.S. Mission to Nigeria*

“The presentations were definitely better than some of the start-up presentations I’ve seen from adults.”

—*Mark Velligan, Director of Portfolio Management at Genentech*

“Before SAGE, I wanted to be a doctor. Now, I want to become a doctor and build high schools.”

—*SAGE student from Nigeria (Garki Senior Secondary School, Federal Capital Territory)*

SAGE in the Media

Based on the results of the national and international SAGE programs the past few years, we have received outstanding state and national attention the past couple years. Examples include:

<http://www.youngsocialinnovators.ie/latest-news/dublin-ysi-team-win-sage-world-cup-2017>

<https://www.businessworld.ie/news/Dublin-Students-Win-Global-Social-Entrepreneurship-Award-569150.html>

<https://www.facebook.com/sageisrael/>

<https://www.facebook.com/SAGECanada>

<https://www.bizjournals.com/buffalo/news/2017/10/05/student-entrepreneurship-teams-from-mount-st-mary.html>

<http://www.smedan.gov.ng/index.php/news/113-smedan-signs-mou-with-sage.html>

<http://www.thetidenewsonline.com/2017/08/25/smedan-boss-hails-nigerias-2017-sage-delegates/>

SAGE Videos on the Web

SAGE World Cup 2017 Videos

1. SAGE World Cup 2017 Winning Teams: https://youtu.be/XF_aGsoH2Mc
2. SAGE World Cup 2017: Country Day (English): <https://www.facebook.com/worldcupsage/videos/323584621402312/>
3. SAGE World Cup 2017: Welcome to SAGE from Odessa Mayor: <https://www.facebook.com/StartupsWorldCup/videos/333095093787511/>
4. SAGE World Cup 2017: TV Coverage (Russian): <https://www.facebook.com/worldcupsage/videos/vb.255302728230502/322789271481847/?type=2&theater>
5. SAGE World Cup 2017: Award Ceremony (Russian): https://youtu.be/XF_aGsoH2Mc
6. SAGE World Cup Winning Team from Israel: <https://youtu.be/pnZ-ErRQf5E>
7. SAGE World Cup 2016: Relax for Champions (English): <https://www.youtube.com/watch?v=fexoYpf4JG8>
8. The same in RUSSIAN SAGE World Cup 2016: <https://www.youtube.com/watch?v=-OU19jVPdJc>
9. SAGE World Cup 2016: https://www.youtube.com/watch?v=0KEBO_98w3M
10. SAGE World Cup 2016: <https://www.youtube.com/watch?v=yYjNuzUpaoo>
11. SAGE World Cup 2016: <https://www.youtube.com/watch?v=Mw2OLtS8rXM>
12. SAGE World Cup 2016: <https://www.youtube.com/watch?v=ma7nsiELA8Y>

Other videos:

<https://www.youtube.com/watch?v=4J9fCyyy5hc&list=PLjZ18644S3VHFUkKEfE95HiNoOi2V6YNO>

<https://www.youtube.com/watch?v=7COMCi10FS8>

https://www.youtube.com/watch?v=UwW8o01_sRs

<https://www.youtube.com/user/SAGEgeneration>

<https://www.facebook.com/worldcupsage/videos/323584621402312/>

<https://www.youtube.com/watch?v=lo-J6Lt1RVU>

<http://www.youtube.com/watch?v=fzp-JIWLkt0>

<https://www.youtube.com/watch?v=AlpDby5PLvg>

<https://www.youtube.com/watch?v=Vo2POnHeZy8>

<https://www.youtube.com/watch?v=5GkedZSUMWY>

<http://www.youtube.com/watch?v=8791QHlea-4>

<https://www.youtube.com/watch?v=4J9fCyyy5hc>

<http://youtu.be/ZLqP9EPhaXg>

<http://www.youtube.com/watch?v=WRV0aSUPNzY&feature=youtu.be>

http://www.youtube.com/watch?v=2GbsCGYoZS0&playnext=1&list=PLE20B851883F2CCE5&feature=results_video

<http://www.edutopia.org/students-make-business-learning>

<http://www.bing.com/videos/search?q=SAGE+USA+Highlights>

http://www.youtube.com/watch?v=z5mgcxHwkec&feature=player_embedded#!



How SAGE Was Started

SAGE Founder Curt DeBerg authored a book, released in Spring 2014, entitled, *How High Is Up? The Rise, Fall, and Redemption of a Sam M. Walton SIFE Fellow*.

Dr. DeBerg chronicles his experience as a 12-year SIFE adviser, and how he and his Chico State students started SAGE in the summer of 2002.

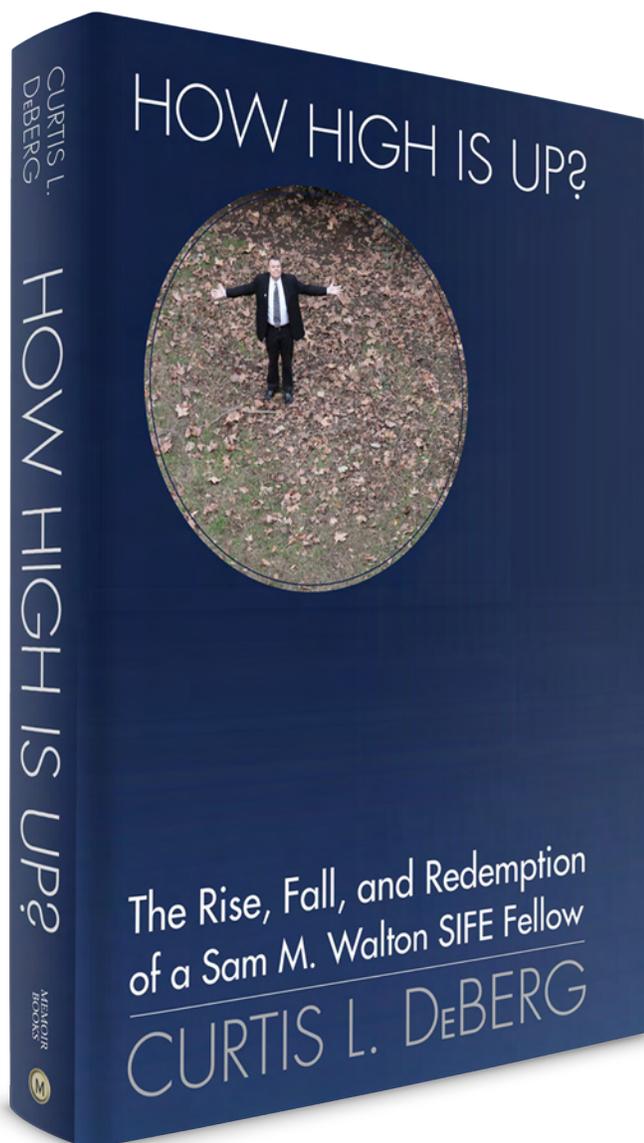
Recent reviews on Amazon include:

If you want to share in the experience of David triumphing over Goliath, if you want a personal perspective of struggling against a powerful system

and working tirelessly to make that system fair and functional, if you want to celebrate the joy of prevailing in spite of adversity and be heartened by an educator who brings uncompromising quality and passion to teaching our youth, you can't do better than reading Curtis DeBerg's insightful book.

The e-book can be ordered from Amazon.com for \$9.95 here:

<http://curtdeberg.com>



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http://sageglobal.org

SAGE Executives and Board Members

http://www.sageglobal.org/our-team

SAGE Regional and National Coordinators

http://www.sageglobal.org/region/

SAMPLE SAGE WEBSITES

SAGE Canada
<http://sagecanada.com/>

SAGE China
<http://sagechina.blogspot.com/>

SAGE Korea
<http://www.sagekorea.kr/>

SAGE Ghana
www.sageghana.org
<https://web.facebook.com/Sage-Ghana-478350249221794/>

SAGE Israel
<https://m.facebook.com/sageisrael/>

SAGE Russia
<http://www.sagerussia.org>
SAGE Ukraine
<http://www.sage.org.ua/>

SAGEGLOBAL:
<https://www.facebook.com/sageglobal2002/>

Twitter Page:
[@sageglobal2002](https://twitter.com/sageglobal2002)
Instagram Page:
[@sageglobal2002](https://www.instagram.com/sageglobal2002)

SAMPLE SAGE WEBSITES

SAGE Europe
<https://www.facebook.com/SAGEEUROPE.org>

SAGE Armenia
<https://www.facebook.com/SAGE.Armenia/>

SAGE Latvia
<https://www.facebook.com/SAGELatvia/>

SAGE Lithuania
<https://www.facebook.com/SAGELithuania>

SAGE Kazakhstan
<https://www.facebook.com/SAGEKazakhstan/>

SAGE Ukraine
www.sage.org.ua; <https://www.facebook.com/SAGE.UKRAINE>

SAGE World Cup 2017
<https://www.facebook.com/worldcup sage/>

