

YOUTH BUSINESS ALLIANCE

presentation by: *Lee Fox*

Feb 2015

I AM A "YOUTHOLOGIST"
(NOT SOMETHING I SET OUT TO BE)
A CAREER IS A JOURNEY



LIFE

cc by courtesy of Sherif Salama on Flickr



***IS IT ABOUT
MONEY?***

OR IS IT ABOUT



LOVE? PASSION?

WHAT ARE THE DRIVERS?

lifecycle effect

impact of aging and the changing roles that people play as they get older

period effect

wars,
social movements,
scientific breakthroughs
popular culture,
technology

cohort effect

unique historical circumstances that are experienced in formative years

(MY PARENTS)
BOOMER BIRTH RIGHT

(BORN: 1946-1963)

ERA OF WAR

LIFE



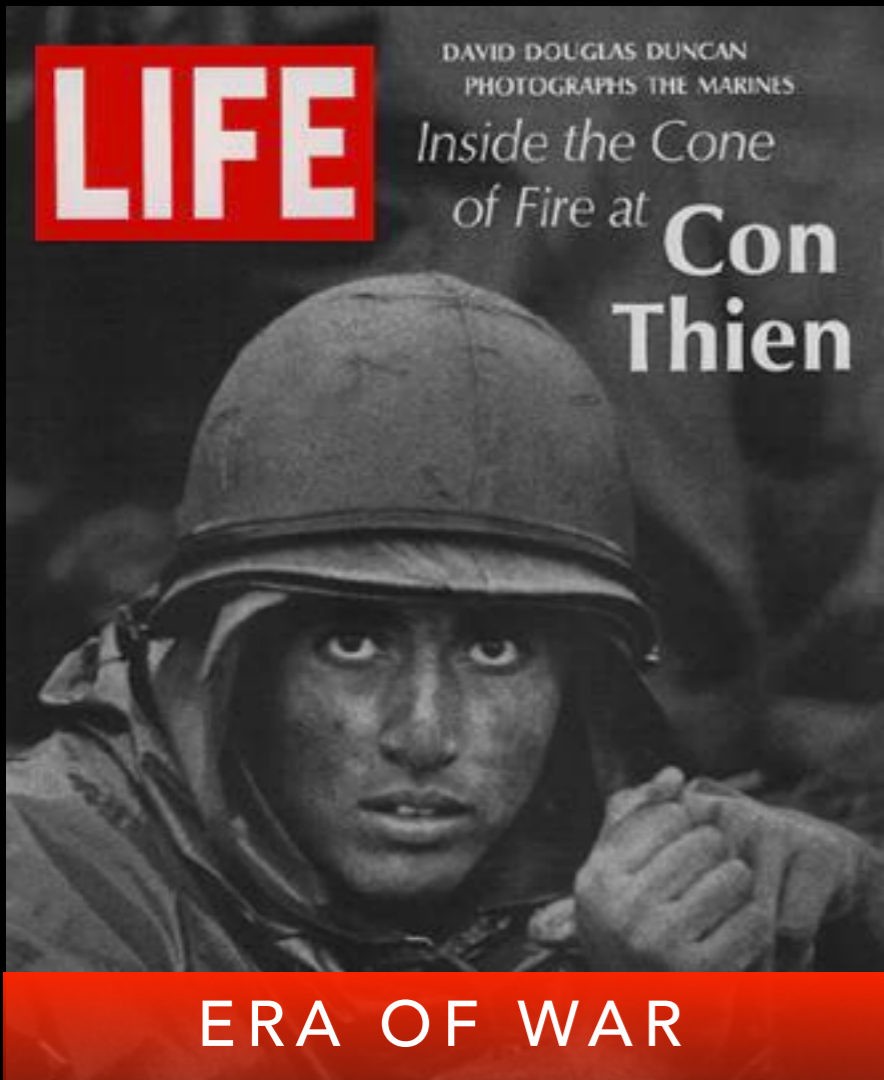
"THIS ABOVE ALL"

JANUARY 28, 1942 **10** CENTS
YEARLY SUBSCRIPTION \$4.50

POP CULTURE



Lee Fox



(MY)
GEN X BIRTHRIGHT
(BORN: 1964-1981)

GEN Y BIRTH RIGHT

(BORN: 1982 - 1994)

GEN Z BIRTH RIGHT

(BORN: 1995 - 201X)

ERA OF WAR



POP CULTURE



UNDERSTANDING WHERE PEOPLE CAME FROM



dad



mom

HELPS YOU UNDERSTAND
WHERE THEY'RE COMING FROM

AGE 12



my childhood

NEW YORK CITY,
SADDLE PEAK, LONDON,
LOS ANGELES, GENEVA,
SAN FRANCISCO, GENEVA,
BOSTON, LOS ANGELES

3.5

(MY BIRTH YEAR)

6

(YOUR BIRTH YEAR)

BILLION

7

(TODAY)



FORMATIVE YEARS



IT'S ALL ABOUT THE
FOUNTAIN OF YOUTH



**DOUBLE
MAJOR**
POLITICAL
SCIENCE
THEATRE



UNCONVENTIONAL COLLEGE YEARS

SOME OF THE TV SHOWS I WORKED ON...



HOLLYWOOD

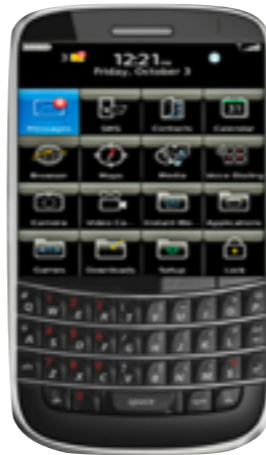
Lee Fox

PIVOT TO INFORMATIONAL & MOBILE TECHNOLOGY ...

RSI



VENTURE SOLUTIONS
Reggard



You would do well in the field
of computer technology.

Lee Fox

THE PEOPLE I LOVE





Recent Challenges

Sort by: Most

- To Give Friendship Cards
- To Give Thank You Messages
- To Give Warm Blankets

Cause | Care

Log In:

Welcome! Guest

"The secret of getting ahead, is getting started."

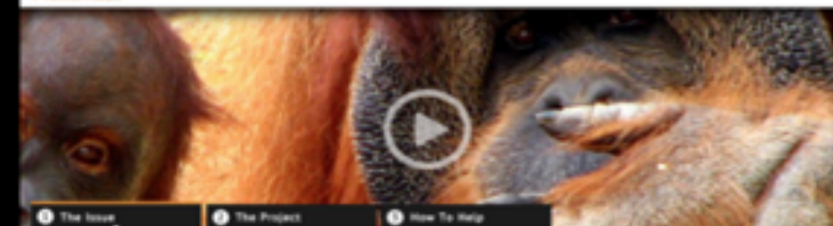


JACK ANDRAKA



If palm oil is the leading cause of death, why use it?

By Madison Vorva



1 The Issue **2 The Project** **3 How To Help**

Orangutans are a great ape native to Indonesia and Malaysia. The name "orangutan" when translated into English means "man of the forest" and comes from the Malay and Bahasa Indonesian orang (man) and hutan (forest). There are two types of orangutans: the slightly smaller and darker Bornean orangutans and their Sumatran counterparts. The orangutan is the only non-human great ape left in Asia, but their chances of survival are slowly sinking due to human activities such as deforestation, illegal logging and the illegal pet trade.

The orangutans are considered to be endangered for three main reasons: illegal logging, the illegal pet trade and deforestation for palm oil.

TEAM MEMBERS

Madison Vorva
Co-Founder

Madison Vorva is a student and environmental advocate. In 2007, she co-founded Project DRINKS, a campaign to convince Girl Scouts USA to make Girl Scout cookies rainforest safe by using a deforestation-free source of palm oil. In the fall of 2011, GS USA adopted a new palm oil policy, a step in the right direction, and the first policy change in the Girl Scouts' 100 year history driven directly by girls. Madison's mission is to inspire other kids to make a difference for causes they are passionate about and to show consumers that their everyday purchases have global impacts. She is currently attending Pomona College.

Rhiannon Tomlison
Co-Founder

Rhiannon co-founded Project DRINKS with Madison in 2007. Together, they are working to eliminate the habitat destruction associated with manufacturing palm oil - particularly where it affects orangutans. Rhiannon is currently taking a year to travel the world, and is continuing to do volunteer work while abroad.

IMPACT

KODOOZ

Kodooz is a youth media firm which believes young people are the drivers behind popular culture and social change. They recently produced a video about Madison & Rhiannon.

SIMILAR PROJECTS

One More Generation
By Carter and Lisa Fox

Can You Imagine Our World Without Elephants?
By Lillian Price

- CURRENT AFFAIRS
- ISSUES
- BACK LINKS



POVERTY OVERVIEW



People suffering from poverty lack the income or resources they need to maintain an acceptable standard of living. The inability to gain adequate food, shelter, clothing and other necessities is devastating; further, poverty tends to be self-perpetuating because it **reduces opportunities** for self-empowerment such as access to education and access to modern resources. Economic growth has caused **global poverty to fall rapidly** in the past three decades, along with **global income inequality**. Still, around **3 billion people** live on less than \$2.50 per day. Just as widespread poverty can result from a variety of political, environmental and social causes, individuals can also be **especially vulnerable** because of their ethnicity, gender or age.



Lee taught workshops on Mashing Up Philanthropy, Changing The World Through Environmental Stewardship and Changing The World Through Passionate Leadership & Responsible Social Media

Imagine Being A Slave?

0 1 2 5

in

7 BACKERS

44%

\$500 GOAL

\$ 221 RAISED

FUND PROJECT >>



- 1 The Issue**
- 2 The Project**
- 3 How To Help**

Slavery is a dirty word and people are often times more comfortable with using the term "forced labor." In **Ghana, West Africa**, one in six children aged 4-14 are at risk for being sold into a life of slavery; 2.3 percent of them are forced to work in the fishing industry on Lake Volta. Ghana is a beautiful country with a rich history and a vibrant culture. It is a country that is full of life and energy. It is a country that is full of hope and possibility. It is a country that is full of love and compassion. It is a country that is full of life and energy. It is a country that is full of hope and possibility. It is a country that is full of love and compassion. It is a country that is full of life and energy. It is a country that is full of hope and possibility. It is a country that is full of love and compassion.

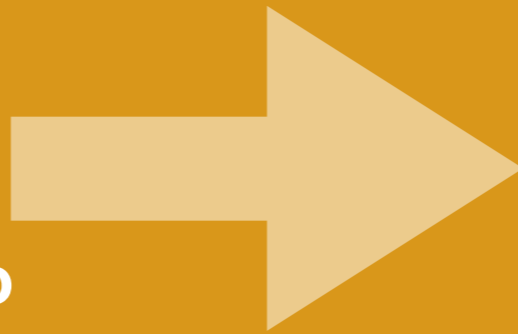
TOP GIVERS

1. Rachel Bejarano	\$100
2. Anonymous	\$100

72.5M AMERICAN YOUTH AGES 15-29 10M unemployed and looking for jobs



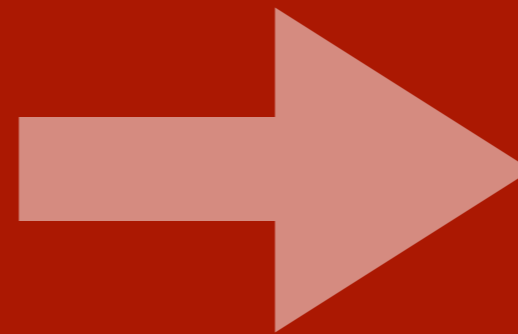
80% of 2014
graduates had
no jobs lined up



75% want to turn
HOBBIES into **JOBS**



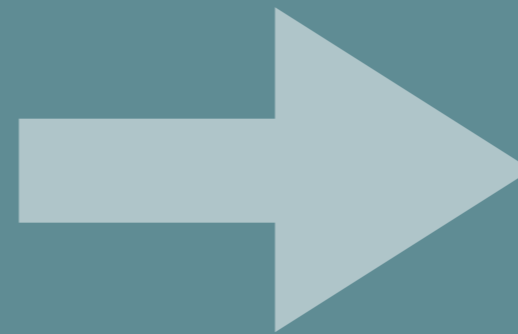
7 in 10
graduates
are in debt



94% want classroom
ENTREPRENEURSHIP



87% want to
pursue (social)
entrepreneurship



52% use social
media for **RESEARCH**

THE CAREER I LOVE



Lee Fox



**WHAT WILL YOU
TAKE A BITE OUT
OF?**

**(SEVEN CAREERS
IN A LIFETIME IS
THE NEW NORM)**

IT'S NOT ABOUT LUCK



IT'S ABOUT TIME



LOOK FOR **THE PARADIGM SHIFT**

**A WALL WILL
COLLAPSE**

Lee Fox

YOUR PERSPECTIVE



COMES FROM
THE LENS OF LIFE



QUESTIONS?