

COLUMBINE HIGH SCHOOL

BUSINESS EVOLUTION YEAR ONE: Columbine High School's history of tragedy brought national awareness to their school in 1999. The Columbine students' inspirational business hopes to create a much more positive image for their school, spreading a message of unity. In their needs assessment, the students found that a root cause of suicide was isolation. Their product was a lanyard branded with their Combine Columbine logo to encourage students to reach out and support one another. In addition they created a website and a marketing video. Within the first three months of their business launch they had generated \$4,000 in revenue and were interviewed by Gregg Moss on 9 News for winning the FIRE Within business plan competition.

BUSINESS EVOLUTION YEAR TWO: The Combine Columbine team presented to the South Metro Chamber of Commerce and developed strategic partnerships with DECA and Future Business Leaders of America to become the official lanyard at the statewide conferences. Thus, in year two they sold 6,000 lanyards, generated \$7,000 in revenue and presented about their product success in front of thousands of Colorado business students.

BUSINESS EVOLUTION YEAR THREE: In the third year, Combine Columbine students have learned how to customize their product to sell to other three high schools and FCCLA and designed a gaming app (Android version) that could be purchased by youth to engage them in building personal resilience. In year three they generated \$5,000 in revenue for a total of \$16,000 for all three years.



“This year through FIRE Within Project I learned many things, far beyond what I thought I would learn. I learned how to run and manage a business, which I thought was obvious, but I learned many lessons through this that I never I imagined. I learned how difficult it is to run a sales department, all of the struggle that goes into it. From trying to sell to the random customer, keep track of sales, designing and order new products, selling to large quantities, and most of all how hard it is to get people to invest and partner with your business. I also learned many lessons outside of the business world from this project. I learned how just a few high schools kids can have such a big impact on people. I also learned a lot about myself and capabilities as a business person and just overall. My favorite memory was when I went to the DECA 2013 state competition and saw 3,000 plus students and staff all wearing the lanyards that our company designed and sold, it was a really cool and proud moment.”