



NFTE[™]
Teaching Youth to Build Businesses

The National Foundation for Teaching Entrepreneurship
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Featuring the KidVentures program for grades 5-8

KidVentures

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Executive Director

October 31, 2008

Ms. Jessica Cervantes
15094 SW 20th Street
Miami, FL 33185

Dear Jessica,

What a pleasure it has been to watch you learn and grow as a participant in our NFTE programs. While I am not surprised, I could not be more proud that you have achieved our highest national award, through the **NFTE National Youth Entrepreneurship Challenge** in New York City, winning first prize and \$10,000 in seed capital for your innovative business, *Popsy Cakes*. With more than 25,000 student entrants in this year's NFTE national business plan competition, you were one of only 35 students chosen to compete in the finals on October 23, 2008.

Throughout the NFTE course and the business development process, you displayed tremendous intelligence, resourcefulness, tenacity and grace. Both in the regional competition, as well in the national competition, you wowed the judges with your vision, your mastery of the economics of one unit, your in depth understanding of marketing strategy, the precision of your communication skills, your poise and your sense of humor. You have the ability to turn on a dime and think on your feet. At one point during the competition, one of the judges, Tom Scott, Co-Founder of Nantucket Nectars asked you about your recipe for PopsyCakes. You gently and humorously responded that you could not reveal trade secrets!

Throughout our business course, you have displayed the qualities it takes to be a leader and a successful human being. I have watched you assertively seek out knowledge and contacts, rather than being a passive consumer of information. You are extremely skilled at putting information and resources in context; and you are generous with your time, willing to share your expertise with others when the occasion demands.

Your outstanding efforts have helped us all shine at NFTE South Florida. We thank you, and wish you the very best of luck as you pursue college and your lifelong dreams.

Sincerely,

Alice Horn, Executive Director
NFTE South Florida