



THE **Domino's**
Transformation
Experience



A Program of...
GENYOUTH
EXERCISE YOUR INFLUENCE™

Tell Us Your **BIG Idea** for a Chance to Win **\$2,000** and an **Exclusive AdCap Experience!**
Register today at **AdCapYOUth.org**



WHO?

10 amazing students ages 13-17 from around the country



WHAT?

A once-in-a-lifetime, **three day workshop** (all expenses paid!), plus a **\$2,000 grant**



WHERE?

Domino's Headquarters in Ann Arbor, Michigan



WHEN?

October 16-18, 2017

Complete an application at **AdCapYOUth.org** for your chance to win **\$2,000** and a once-in-a-lifetime experience! Here's how:

1. Visit **AdCapYOUth.org**, and sign up or log in
2. Visit the **Experiences** page to access the application
3. Complete your application **before September 11, 2017**

Ten bold student entrepreneurs will be selected to:

- Attend a **3 day entrepreneurship workshop** in Ann Arbor, MI
- Meet with **executives** and receive exclusive behind-the-scenes tours of Domino's
- Receive a **\$2,000 grant** to implement their **BIG** ideas to transform healthy eating at their schools
- Create project plans to **bring their Projects to life** in 2017-2018



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Our aim with AdVenture Capital and The Domino's Transformation Experience was to provide a space – physically and conceptually – to explore, discover, and pioneer new ideas that deserve underwriting – especially ideas around nutrition and health. We applaud young people who are genuinely trying to make big changes in their schools and communities.

Patrick Doyle
CEO, Domino's

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AdVenture Capital inspired me to lead more social change in my school and extend beyond myself to help others. I loved the experience I received working with AdCap. I truly learned how to work as an individual alongside a group.

Olivianah, 11th Grade
AdVenture Capital Student, Michigan



Connect with us!

 facebook.com/genyouthfoundation  Info@AdCapYOUth.org

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The Domino's Transformation Experience FAQs

What is AdCap?

AdVenture Capital (“AdCap”) is an innovative program that inspires and supports creative, curious and bold student entrepreneurs, ages 13-17, to design projects that solve health and wellness challenges in their schools and communities. Students can receive support for their ideas in the form of funding, mentorship, and exclusive experiences. **To learn more, visit AdCapYOUth.org.**

Who can apply?

Students 13-17 years old who are interested in transforming their schools and have an account on AdCapYOUth.org (if students do not have an existing account, they may sign up for one at any time, it's free!).

How do I get selected to attend?

After applications are submitted and reviewed by our AdCap Team of Experts, finalists will be selected and asked to complete a phone interview with a member of the AdCap team.

The final winners will be selected based on feasibility, sustainability and creativity of Project ideas, and will need to submit a more detailed Project Design on AdCapYOUth.org as part of pre-work in October.

What Will I Learn?

Students will spend 3 days with the Domino's executive team and AdCap staff, learning about **project development, entrepreneurial skills**, and how to implement their **BIG** idea when they return to their school – **fantastic for college applications or job resumes!**

How do I apply to come to this Experience?

1. **Visit AdCapYOUth.org** and log in or sign up
2. **Visit the Experiences page** to access the application
3. **Complete the application before September 11, 2017.**

Can students work with a project team at school?

Yes, winning students can work as part of a team at their school, however, only **one student** from each school will be able to attend the event at Domino's Headquarters.

What are my responsibilities after I attend?

Students are expected to implement their Project at their school during the 2017-2018 school year. Students will be asked to provide regular updates to the AdCap team (by joining monthly conference calls and/or responding to questions via email) as well as connect online with other AdCap mentors and participants.

Will my parent come with me?

Only students are invited to participate in the 3-day event. If a parent or chaperone would like to attend with their child, they are responsible for their own flights, hotel and meals, as well as their own time while their child attends the event at Domino's HQ.

AdCap will arrange each student's flight to Ann Arbor, hotel, meals and local transportation. Students are only responsible for travel to/from their home airport and any spending money need for snacks, etc.

Students will room with another student of the same sex and similar age, and will be chaperoned by members of the AdCap team. A pre-event call will be held for all students and parents to introduce the staff.

I have another question, how can I contact you?

Email us at Info@AdCapYOUth.org or call/text **856-425-2953!**

