



CO.STARTERS® 24 HOUR GENERATOR

YOUTH
EVENT
TOOLKIT



24Hour Generator is an event designed to inspire high school students with the vision, enthusiasm, and tenacity needed to become entrepreneurs.

Utilizing the CO.STARTERS Generator curriculum, 24Hour Generator provides a platform for students to combine their talents while working to solve real problems in business and the community. Students will leave with the relationships, insights, and tools needed to move ideas into action.

What Does a 24Hour Generator Entail?

This 24-hour event, designed for 20–40 high school students, takes place in three stages:

PART I: Reverse Pitch

Students are divided into teams of 3–5 and assigned both a facilitator and a mentor to guide the idea generation process. Each team is presented with a “reverse pitch” from a local business and works together to devise a practical solution.

PART 2: Generate

Using the CO.STARTERS Canvas and framework, the teams spend the night and the following day developing workable strategies to address the challenges they are assigned. A team facilitator and team mentor are on hand to support the process.

PART 3: Pitch

As the event draws to a close, teams have three minutes each to pitch their ideas to a local audience and panel of judges. The presentations are open to the public, and winners receive a prize.

What's Inside

The CO.STARTERS 24Hour Generator toolkit contains everything needed to run the event, including comprehensive guides for Planning, Student Recruitment, Adult Recruitment, and Programming.

The toolkit also comes with a variety of printed and digital tools, from templates for emails and applications, to color-coded signage and name badges—even markers and sticky notes.

How This Helps Your Community

The 24Hour Generator empowers your community in the following ways:

- Provides an easy way to show youth they have the creativity and ingenuity to be entrepreneurs
- Helps connect students to opportunities for real and meaningful work
- Promotes inclusivity when used as a community outreach tool
- Makes it easy to collaborate across schools, community-based organizations, and businesses
- Creates an avenue for adults to intentionally invest in community youth with a minimal time commitment

INTERESTED?

To learn more about the 24Hour Generator toolkit, CO.STARTERS Generator, and other community-building tools, contact us at getstarted@costarters.co

We look forward to supporting your work!