

BIGGER  
THAN  
SNEAKERS



**GREATER  
CINCINNATI  
FDN.**



**Bigger Than Sneakers, Inc. (BTS) is a Cincinnati based 501 (c)(3) nonprofit organization that provides a platform to showcase the larger ecosystem surrounding sneaker culture. Through workshops & events, a mentorship program, and youth-focused community initiatives, BTS seeks to empower and inspire the leaders of tomorrow.**

# OVERVIEW OF BTS ACADEMY

## PURPOSE

To get youth connected to leaders in the fashion merchandising and footwear industries, while supplementing connections with hands-on activities that foster their creativity and entrepreneurial aspirations!

## PROGRAM

Two week program focused on topics like entrepreneurship, marketing, design, development, production, and more.



## IMPACT

Performance metrics and testimonials from program

## LOOKING AHEAD

Continue to develop BTS Academy to better serve students in the Greater Cincinnati area & incorporate larger cohorts.



**BTS Academy is a free, two week summer program that gets youth connected to local & national leaders in the fashion merchandising and footwear industries, while supplementing connections with hands-on activities that foster their creativity and entrepreneurial aspirations!**

**Students had to submit an application for consideration. 15 students were selected out of a competitive pool of 50+ applicants to participate in this year's cohort.**

**Perks: Free iPads loaded with state of the art technology, accessories, and varying stipends to select students.**

## **BUILDING A BRIDGE**

**42**

**Average age of  
entrepreneurs in the US**

**35**

**Average age of  
entrepreneurs in the  
Greater Cincinnati Area**

**20%**

**As of 2020, the  
percentage of minority  
fashion designers featured  
in major fashion weeks**

# 2 WEEK SCHEDULE

JUNE 5 - 9, 2023

<p><b>ENTREPRENEURSHIP</b></p> <p><b>CORPORATE</b></p>	<p><b>FINANCE</b></p> <p><b>JP MORGAN CHASE</b> <b>NORTHWESTERN</b> <b>MUTUAL</b> <b>CORPORATE</b></p>	<p><b>MARKETING</b></p> <p><b>VMLY&amp;R</b></p>	<p><b>SALES</b></p> <p><b>DC SHOES</b></p>	<p><b>DEVELOPMENT &amp; DESIGN</b></p> <p><b>PUMA</b></p>
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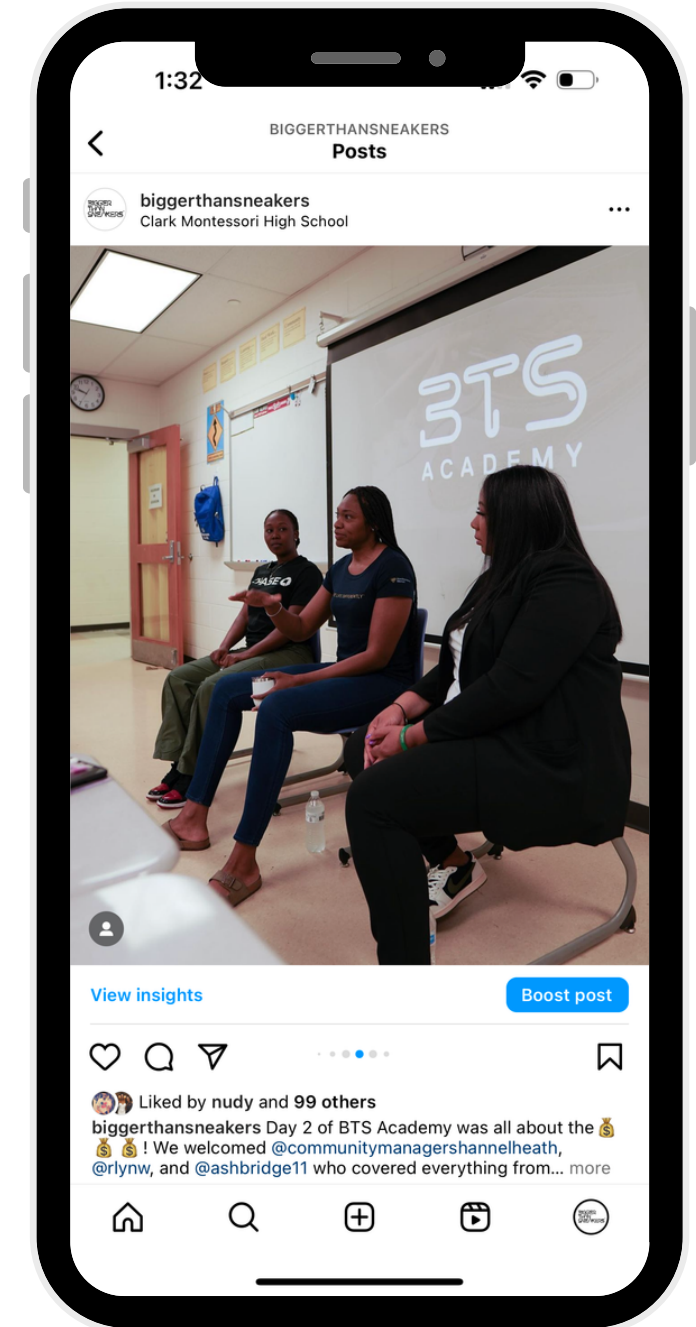
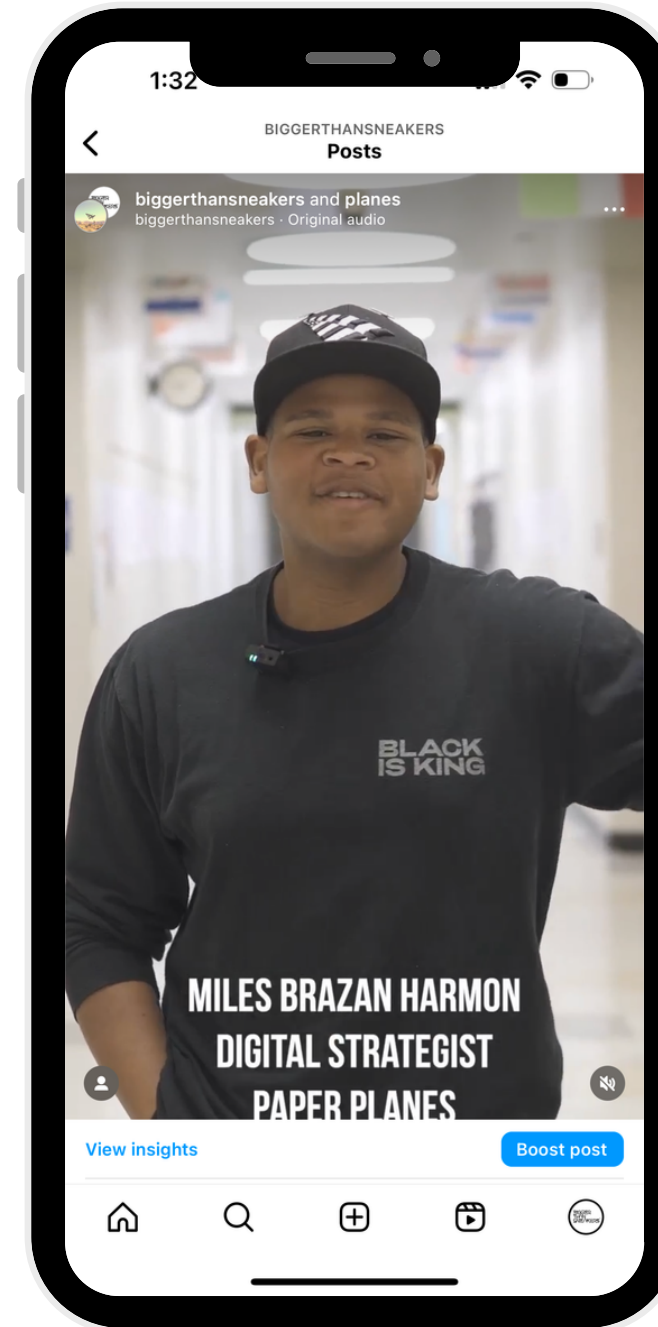
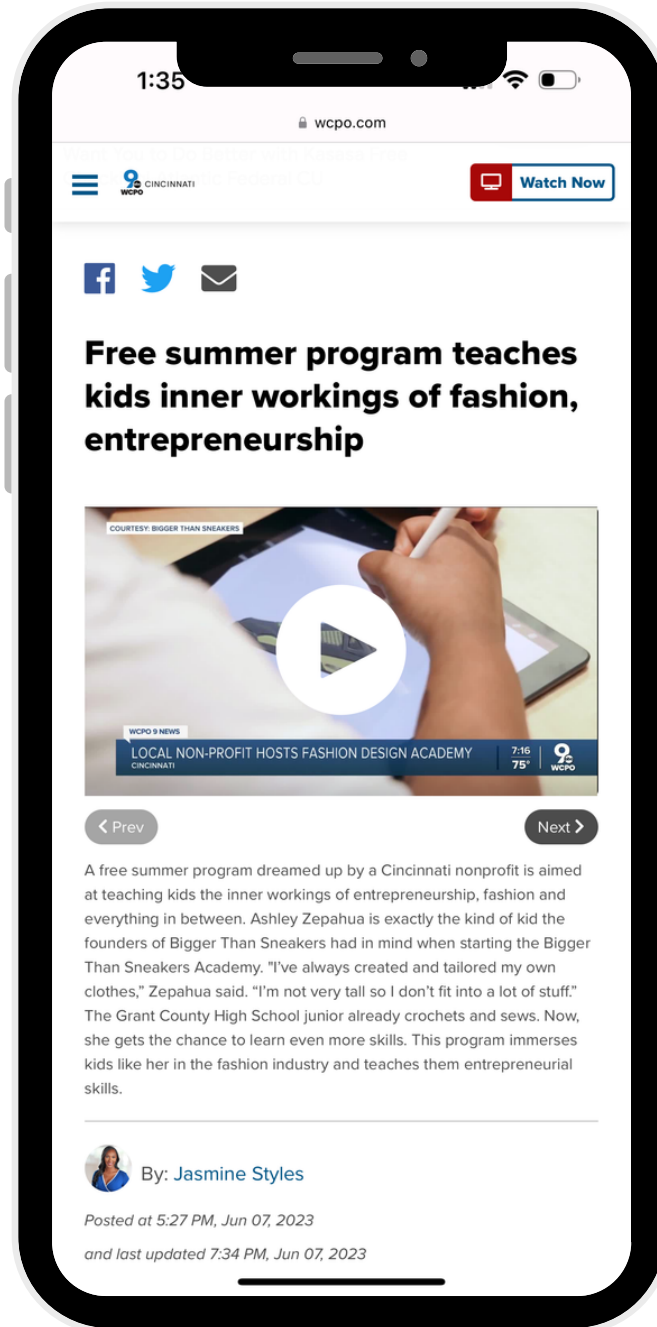
JUNE 12 - 16, 2023

<p><b>APPAREL</b></p> <p><b>PAPER PLANES</b></p>	<p><b>PRODUCTION</b></p> <p><b>SEW VALLEY</b></p>	<p><b>FINAL PROJECT</b> <b>PREP</b></p>	<p><b>FINAL PROJECT</b> <b>PREP</b></p>	<p><b>FINAL PROJECT</b> <b>PRESENTATIONS</b></p>
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**We met for 2 weeks at Clark Montessori High School from 9 am - 1 pm daily, with breakfast & lunch provided daily.**

## PROGRAM

# BTS ACADEMY IN THE MEDIA



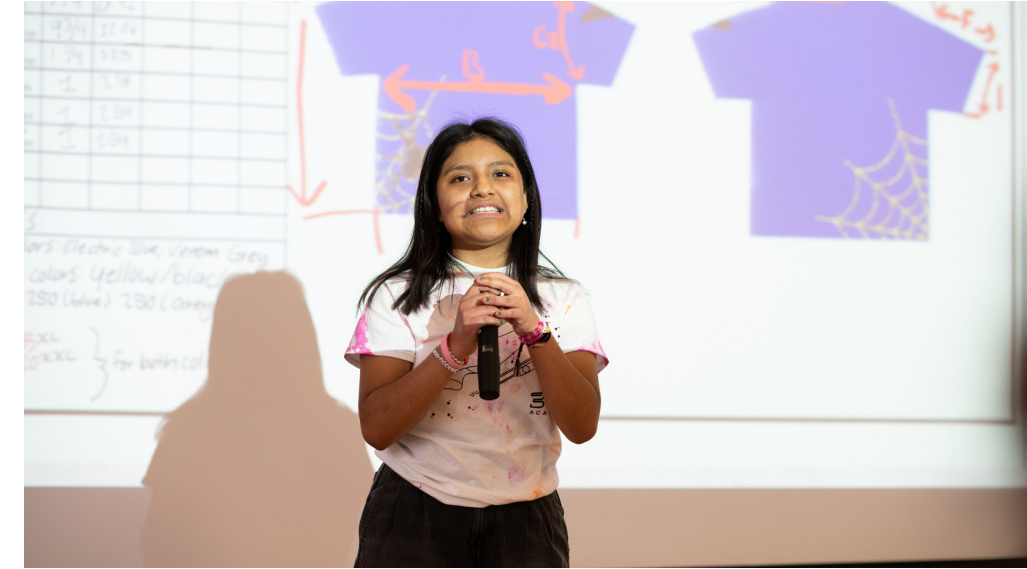
Each day, photos & videos were posted via social media. We also had news coverage with WCPO 9 during the program highlighting our students & strategy behind this initiative. [Click here for WCPO 9 Article.](#)



# FINAL PROJECTS



# FINAL PROJECTS



**Students were separated into 3 groups (5 students/group) to develop their own brands utilizing the information they'd learned over the program.**

**25 of each piece were developed. Apparel was printed locally by Madison Print Shoppe.**

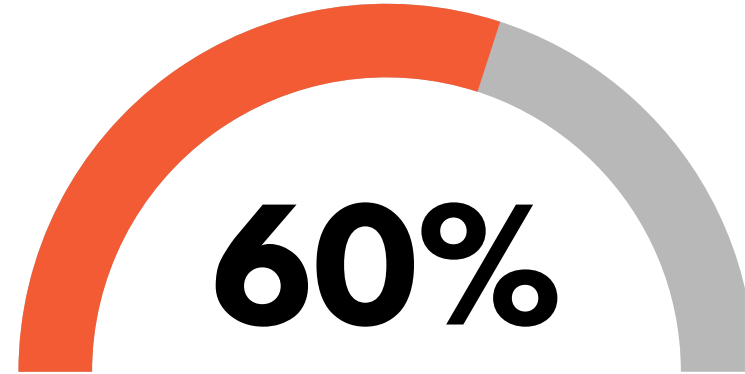
**BTS**  
ACADEMY



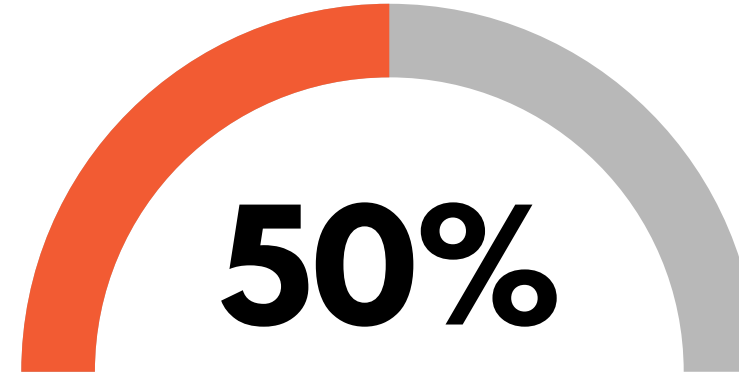
# IMPACT

# MEASURABLES

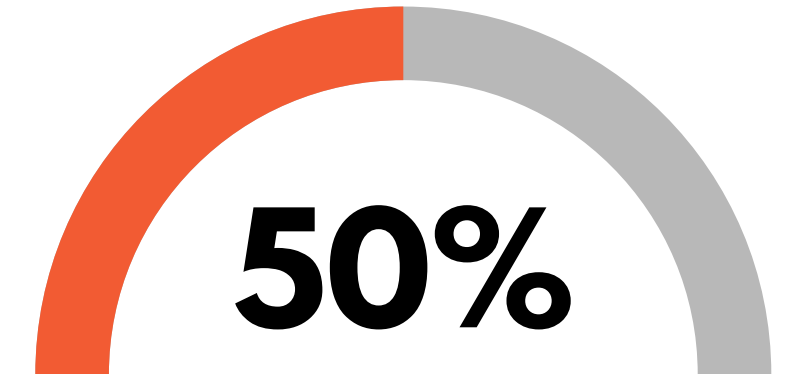
**TARGET**



**60%**



**50%**

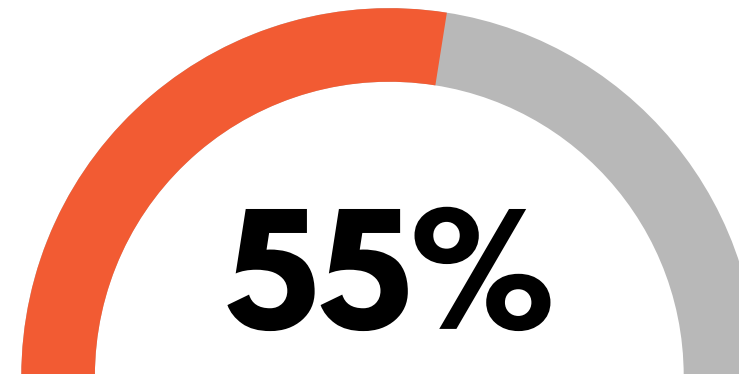


**50%**

**ACTUAL**



**100%**



**55%**



**100%**

**Percentage of students and guest speakers who find the program beneficial.**

**Percentage of students who had a mentor or applied for an internship, part-time or full-time position in the fashion merchandising industry by the end of the program**

**Percentage of students will attend (or plan to attend) an institute of higher education majoring in a fashion or a business related field.**

**IMPACT**

## TESTIMONIALS

**“My favorite part of the program was just learning everything I could about the fashion and business industry and the guest speakers just add to that because they’re putting us on to everything they know.”**

**- Student**

**“My favorite part was engaging and interacting with the kids on the budget exercise. They have very vast minds and imaginations/dreams. It was a lot of fun putting some reality behind their goals/dreams, financially. They had to decide what was necessary for their budget and what was not.”**

**- Guest Speaker**

**“My favorite part of the Academy was meeting [other students] who want to do the same thing as me. I feel like the connections I have with these [students] will last forever. I was excited to walk into the door every morning.”**

**- Student**

**BTS**  
ACADEMY



# LOOKING AHEAD

# **GROWTH IN CAPACITY**

**More Students**

**Longer Program**

**Field Trips**



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