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CEOs of Tomorrow empowering young entrepreneurs

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A Madison-based nonprofit is helping young entrepreneurs develop business solutions to issues in their own communities.

“We work with a large population of kids of color,” said Roxie Hentz, executive director of CEOs of Tomorrow. “We are empowering our young people.”

In the past year, she’s guided participants through the process of building companies related to social issues, such as homelessness, racial health disparities, pollution and more.

Last semester, nine business ideas were piloted by kids in CEOs of Tomorrow. One project involved selling earbuds and using the proceeds to support immigrants, while another focused on the use of compostable or even edible straws to mitigate ocean pollution.

A third project involved selling pre-made soup kits in jars. For every jar purchased, another would go to homeless people in the Madison area.

“They addressed ocean pollution, animal cruelty, discrimination — lots of social issues of importance to them,” Hentz said. “Just really creative ideas, and we’re excited to see that happen.”

See more at WisBusiness.com.