



PARAMOUNT UNIFIED SCHOOL DISTRICT

ENSURE LEARNING AND SUCCESS FOR EACH STUDENT BY PROVIDING A QUALITY EDUCATION

15110 CALIFORNIA AVE. | PARAMOUNT, CA 90723 | TEL: (562) 602-6000 | www.paramount.k12.ca.us

PRESS RELEASE

FOR IMMEDIATE RELEASE:

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Paramount Unified Entrepreneurism Career Technical Education Pathway Expands to Third Year

Paramount, CA – Paramount Unified students are receiving new digital tools for launching community-focused businesses and an extra year to hone marketing skills thanks to the addition of a third year to the District’s career technical education (CTE) Entrepreneurship pathway.

The third year will incorporate Startup Tech, a tech-entrepreneurship course that features access to MIT App Inventor, which will enable Paramount and Buena Vista high school students to create apps that address community needs and to develop business plans and marketing materials.

“Our Entrepreneurship pathway has been extraordinarily popular, and our students have been asking for a third year of study,” Paramount Director of Secondary Education Dr. Greg Francois said. “The pathway is perfect for our business-minded students who are already forging ahead with their own companies.”

Startup Tech was developed by the Network for Teaching Entrepreneurship (NFTE). At the end of the school year, select students will present their plans at an NFTE Showcase expo, with an opportunity to win funding and publicity.

Nearly 200 Paramount and Buena Vista students are enrolled in an Entrepreneurship pathway course. The first year, Entrepreneurship and Innovation, focuses on development of an idea through completion, with emphasis on market research, customer demographics, advertising campaigns and finances.

The second year, Entrepreneurism 2, introduces tech, expands the entrepreneurial mindset, promotes teamwork and instills established industry business practices and standards.

At the end of the year, Entrepreneurship students pitch their business ideas to their peers. The top business teams are invited to participate in the District’s annual Final Pitch Night, where they compete for funding in a “Shark Tank”-style format, being judged by PUSD administrators, teachers and community business partners.

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Three Paramount High juniors – Destiny Flores, Dialgi Perez and Karen Rodriguez – took the top prize in 2019 for their “Fluffy Café” café-style pet adoption business, sharing a \$1,000 cash prize, which is awarded by the Paramount High Entrepreneurship Club.

“Our Entrepreneurship Pathway provides Paramount students with one of the most comprehensive business-focused CTE programs at the high school level,” Paramount Superintendent Dr. Ruth Pérez said. “There is no limit to the creativity and innovation that Paramount students bring to campus every day, whether they are pursuing hospitality, engineering, media, healthcare or business.

PHOTO CAPTION:

091819_PARAMOUNT_PATHWAY: Paramount High School students participate in the District’s Final Pitch Night where they pitch a business idea to peers. The District has added a third year to its career technical education (CTE) Entrepreneurship pathway.

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