

## AppIt Ventures Sponsors Youth Entrepreneurship Education at Biz Girls Camp

### FOR IMMEDIATE RELEASE

July 11, 2013 – Denver, CO – AppIt Ventures is pleased to support the local entrepreneurship community as a sponsor of Biz Girls Camp, a one-week CEO development course where teenage girls learn how to start and run their own e-commerce businesses.

AppIt Ventures is donating a free license of its online business planning software, Business Plan Elite, to each of the camp's participants. The iPad version of the software is the number one ranked business plan app in iTunes. It was also used to write AppIt Ventures' own business plan, which won two business plan competitions in 2012.

Biz Girls Camp participants will use the app as they write and develop strategic business plans for their own new businesses.

Biz Girls Camp is a non-profit organization that instills leadership in girls by teaching them business and entrepreneurship skills. During the fast-paced, interactive training course, girls aged 13-17 each launch real e-commerce businesses which they lead as the CEO.

Prior years' participants say that the program is "fun and hands-on," an "amazing business experience," and "very educational and not like school at all!" This year's camps will run July 15-19 in Denver, and August 5-9 in Boulder. Spaces are available at each camp and scholarships are offered to eligible applicants.

Biz Girls Camp founder Peter Adams is the executive director of Rockies Venture Club and co-author of *Venture Capital for Dummies*, published by John Wiley & Sons.

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#### **About AppIt Ventures, LLC**

AppIt Ventures is a mobile application development and marketing company based in Denver, Colorado. AppIt Ventures delivers apps that are beautifully designed, easy to use, and just work. Build an App. Build a Business. <http://appitventures.com> and <http://businessplanelite.com>

### **About Biz Girls Camp**

Biz Girls is a dynamic, hands-on experience that takes the interests, skills and passions of young women and helps them understand how to utilize their own unique strengths to create profitable businesses. By the end of the camp, each girl is the CEO of a real, operating business enterprise. <http://bizgirls.org>

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