

Ownership Changes Everything.

Building the conditions for young people to become owners.

Reporting period: July 1, 2025 - June 30, 2026



WHY WE EXIST

The ownership opportunity gap

Black communities have always created value, businesses, culture, and institutions, but have not had equal access to secure, transferable ownership - and when ownership has been built, it has often been vulnerable to exclusion, displacement, extraction, and loss.

That history still shapes what Black and low-income teenagers are prepared for today. They are taught to choose a college, pursue a job, and manage wages and debt, but rarely to deploy capital, build assets, commercialize ideas, serve customers, or make real economic decisions.

Ownership Is The Future exists to change that.



A student founder presents at the 2026 Ownership Expo.

FROM THE FOUNDER

What if ownership were treated as a normal part of preparing for adulthood?

I have spent more than two decades working across education, philanthropy, government, and entrepreneurship. Again and again, I saw extraordinary effort devoted to helping young people prepare for college and careers. What remained largely absent was preparation to own - to deploy capital, create assets, build enterprises, and make consequential economic decisions.

My own experience made that omission personal. Growing up in Brooklyn and later attending Amherst and Harvard, I received an exceptional education. Yet becoming an entrepreneur forced me to confront what even that education had not prepared me to do. Ownership Is The Future was created to build what was missing.

Nicole Campbell | Founder & Executive Director

2025-26 AT A GLANCE

A year of proof, learning, and growth

91

young people served

68

completed the program (75%)

45

launched businesses (49% of all served)

\$80K+

student sales + investment across
OITF's broader trajectory

5

school + community partner sites

2

delivery models tested: school-day +
community/after-school

WHAT THE YEAR TESTED

2025-26 was the year OITF tested whether the depth of its ownership pathway could travel beyond a school-day elective into community and after-school settings. We built a new format, adjusted pacing, and learned what stronger coaching, staffing, engagement, and partner coordination require. The result is a more adaptable model - and a clearer understanding of what must be protected as we grow.

PARTNER SITES

Bronx High School for Business • Kingsbridge Heights Community Center • Legacy Leadership High School • Victory Collegiate High School • Children's Aid Society



Ownership students at the Intuit for Education Financial Literacy Forum, November 2025.

HOW THE MODEL WORKS

From possibility to proof

OITF does not ask students to study entrepreneurship from a distance. Students create, test, fund, sell, revise, and decide what comes next.

01 DISCOVER + IDEATE

Identity, strengths, lived experience, community knowledge, and problems worth solving.

02 VALIDATE, PITCH + FUND

Customer discovery, market research, value proposition, financial assumptions, feedback, and capital.

03 BUILD + LAUNCH

Prototype, pricing, brand, website, operations, customers, sales, and real market response.

04 DEEPEN + GRADUATE

Venture traction, financial capability, outside capital, networks, and postsecondary decisions.



**“We do not simply tell young people ownership is possible.
We create the conditions that allow them to prove it to themselves.”**

THE OWNERSHIP THEORY IN ONE SENTENCE

WHAT CHANGES

Belief is built through evidence

The problem is not a belief deficit. It is an evidence deficit. OITF creates repeated experiences that let young people accumulate proof of their own capacity to own, build, invest, and make decisions.



OWNERSHIP IDENTITY

Students see themselves as owners, builders, investors, and economic decision-makers.

ECONOMIC AGENCY

Students apply entrepreneurship, investing, and financial tools to take ownership-oriented action.

OWNERSHIP-ORIENTED MOBILITY

Students connect ownership to clearer, more expansive college, career, and life pathways.

SKYLAR SKEVELAR | SKYGENIX

Skylar continued building Skygenix while earning a full scholarship to Purdue University - evidence that entrepreneurship, identity, and postsecondary mobility can reinforce one another.

NAKYLAH ROBINSON | LISTEN LOUDLY

Nakylah continued refining Listen Loudly through pitching, mentor feedback, and the hard work of figuring out how to move from a strong idea to real customer use.

ORION | THIRST CRUNCHER

Orion brought Thirst Cruncher into a real marketplace at Queens Night Market, navigated required food licensing with support, and nearly sold out - a first-hand lesson in commerce and execution.



Ownership Awards recognize identity, execution, courage, and contribution.

CONFIDENCE IN THE MODEL

Proof at two levels: students and systems

STUDENT PROOF

Ideas became assets.

- 45 businesses launched in 2025-26.
- \$80,000+ in student sales and investment across OITF's broader trajectory.
- Students won pitch competitions and secured outside capital.
- Public experiences put founders in front of customers, mentors, and investors.
- Postsecondary choices increasingly connect business, education, and long-term mobility.

SYSTEM PROOF

Institutions leaned in.

- OITF tested and refined both school-day and community/after-school delivery.
- All school partnerships from the prior year were retained.
- The Ownership Expo created a visible marketplace for student ventures in partnership with NYC Small Business Services.
- By the close of the cycle, public-sector demand was moving OITF from pilot to infrastructure.

The idea is no longer hypothetical.

It is producing student proof and system-level adoption.



The adults around students matter: instructors, mentors, partners, and public institutions.



LOOKING AHEAD: 2026-27

From promising model to city-level demonstration

Demand is expanding across New York City. The next challenge is not simply to reach more students. It is to demonstrate that an ownership pathway can work across neighborhoods, schools, and community settings while preserving the depth that changes how young people see themselves and act in the world.

\$300K

in three government contracts supporting the next stage of growth

220

young people tied to those public commitments

400+

capacity being built for the coming program year

WHAT RESPONSIBLE SCALE REQUIRES

PROGRAM LEADERSHIP + SITE SUPPORT

Clear roles, stronger program management, and accountable partner coordination.

CURRICULUM + TRAINING SYSTEMS

A common ownership spine that can travel without flattening the student experience.

VENTURE CAPITAL + BUILD STUDIOS

Differentiated support so product, service, food, creative, social, and digital ventures can actually launch.

PROGRAM OS + EVALUATION

One source of truth for access, attendance, artifacts, milestones, finances, experiences, and outcomes.

What becomes possible when a city begins to treat ownership as part of preparing young people for adulthood?

THAT IS THE DEMONSTRATION OITF IS BUILDING NEXT.

STEWARDSHIP + GRATITUDE

Building the infrastructure for ownership

2025-26 FINANCIAL SNAPSHOT

\$313,000

unaudited organizational revenue

OITF's resources support direct instruction, student venture development, curriculum, events, evaluation, technology, and the operating systems required to deliver high-quality experiences across sites.

2025-26 PARTNER SITES

- Bronx High School for Business
- Kingsbridge Heights Community Center
- Legacy Leadership High School
- Victory Collegiate High School
- Children's Aid Society

Our ambition is not to produce a handful of exceptional teenage entrepreneurs.

It is to demonstrate what becomes possible when the systems surrounding young people are intentionally designed to expect ownership from them - and when young people receive the capital, relationships, tools, customers, and public opportunities to build proof.



Ownership Is The Future

www.ownershipisthefuture.org | Brooklyn • Bronx • Harlem

DATA NOTE

Program results reflect OITF internal records for July 1, 2025 - June 30, 2026. The \$80,000+ figure is cumulative across OITF's broader trajectory and includes student sales and investment. 2025-26 revenue is unaudited. Forward-looking public-contract and capacity figures reflect commitments and planning in place following the reporting period.

Ownership Expo photography: Jeffrey Gamble Photography. Additional program photography courtesy of Ownership Is The Future.