

YES LAB PARENT GUIDE

Helping the next generation of
innovators launch real ventures



What Makes YES Lab Unique?



Hands-On, Not Theory

Participants learn by experimenting and launching, not just listening.



Lab Partner Pods

Small peer groups provide accountability and collaboration



Gamified Dashboards

Progress is trackable and tied to real outcomes (like a first Stripe sale).



Instead of debt, participants earn **Profit Participation Tokens** — building shared ownership in their ventures.

What Is YES Lab?

YES Lab is a 12-week entrepreneurship incubator designed for young innovators **ages 13-24**.

Instead of sitting in a classroom, participants work like entrepreneurial scientists—testing ideas, building MVPs (minimum viable products), setting up payment systems like Stripe, and pitching their ventures at Demo Day.

Many of our pods are free to join, with optional paid pods for private group sessions, direct coaching, and guided pod formation.

Outcomes You Can Expect



Develop a minimum viable product (MVP)

Instead of waiting years to build something “perfect,” participants learn how to test ideas quickly by creating a Minimum Viable Product — the simplest version of their idea that solves a problem or delivers value.



Open a Stripe account and process a transaction

Money makes an idea real. Every participant sets up a Stripe account — the same payment platform used by millions of startups and businesses worldwide. It proves that their idea has value and that they can generate revenue.



Build a pitch deck ready to share with investors

Over the 12 weeks, participants craft a professional pitch deck that explains their problem, solution, market, and vision in a way that captures attention. This isn't just a school project — it's a real asset they can use.



Present a venture publicly at Demo Day

The Lab ends with a Demo Day, where participants step into the spotlight to present their ventures to peers, partners, and community members. It's about celebrating progress, courage, and creativity.

**Request More
Information**



YES Lab Leadership

A seasoned real estate and hospitality expert, Lance Banks worked with the Economic Innovation Labs to develop the 12-Point YES Lab Playbook—a proven system guiding participants through strategic experiments from idea to Demo Day.

A father himself, Lance understands the challenges and opportunities facing today's youth. His core belief: With structured mentorship, peer support, and AI tools, motivated youth can launch profitable ventures in 12 weeks, regardless of prior experience or starting capital.



Lance Banks

YES Lab Founder and Senior Researcher

SAFETY & OVERSIGHT

We know safety matters. Here's how we protect participants:



COPPA-Compliant: The program is suitable to youth ages 13-24. Youth under 18 require parent/guardian consent to participate.



Monitored Platforms: All communication happening on Discord and Zoom are moderated by Senior Researchers.



Clear Boundaries: Paid pod participants are matched with peers based on age, coached, and monitored by vetted Senior Researchers.



Data Transparency: We collect only what's necessary to support the Lab, and parents receive a plain-language Data & Safety Guide.

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