



We create chemistry

News Release

BASF scholarships help Ascension Parish students build business skills, launch companies

GEISMAR, LA, April 27, 2021 – BASF awarded scholarships to six high school students from Ascension Parish to help them develop business management skills through participation in the Young Entrepreneurs Academy of Baton Rouge (YEA BR). YEA BR is an after-school program that teaches students in grades 8–12 how to create and run their own independent companies. Students graduated recently from the Academy and will continue to build and grow the businesses they launched in the program.

“BASF is a company filled with creators, and we are looking to recruit the next generation of creators. That’s why we are so proud to sponsor Ascension Parish students in the program as they build real-world skills that they will carry with them throughout their life,” said Sarah Haneline, Workforce Development Manager for BASF in Geismar. “We are proud to partner with YEA BR and Ascension Parish Schools on this innovative program, which bolsters the future workforce of the Greater Baton Rouge Metropolitan area.”

Over the course of the academic year, instructors from the LSU E.J. Ourso College of Business mentor students and support them as they create business plans, pitch their ideas to an outside investor panel for seed money, register their businesses with the Louisiana Secretary of State’s Office and launch their own companies. Students graduate with a certificate in entrepreneurship and are eligible for three credits at

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LSU. BASF supports student participation in the Academy through scholarship funding.

BASF scholarships were awarded to the following six Ascension Parish students:

- **Alanna Riley, senior at Dutchtown High:** Riley created FooRoo's with a \$500 investment. According to Riley, "FooRoo's will solve the problem in college known as the 'freshman 15' by giving freshmen easy access to inexpensive, healthy meals that students can pick up on the way back to their dorms. FooRoo's will provide a variety of healthy, easy, homemade meals to college students with limited cooking resources."
- **Sydney Hubbard, junior at Dutchtown High:** Hubbard co-founded Afro Next with a \$300 investment. According to Hubbard, Afro Next is "a website that allows access to information that provides non-biased resources to help African American women learn how to care for their hair and adopt good hair routines. AfroNext wants to make this available to the public because it is not a topic discussed in mainstream media, nor is it widely available information that shows the diversity of natural hair."
- **Edward Tyler, a freshman at Dutchtown High:** Tyler created 3-Sixty Sports with a \$300 investment. According to Tyler, "3-Sixty Sports is a business that allows kids between the ages of 12 and 18 to play sports professionally. This will be televised sports to have a scouting opportunity. The issue is that students and parents have trouble getting scouts for sports, especially home schooled students, so this will give an opportunity to broadcast talent."
- **Morgan Miller and Luke Williams, juniors at St. Amant High:** Miller and Williams created Your Atlas with an investment of \$300. According to Miller and Williams, "Your Atlas is a planner app that is simple to use. It allows an individual to create and design a digital planner. The personally-picked designs will allow a person to maximize their time and in turn have more time to do what they enjoy. There are many different options, whether it's different aesthetics or particular layouts. The planners will be able to notify the user when they have an event or important time coming up."

- **Jaylen Carter, freshman at Donaldsonville High:** Carter created Kreative Kisses with an investment of \$800. According to Carter, “Kreative Kisses will produce lip care that’s beautiful, unique and designed to make you feel powerful and beautiful. Kreative accessories are made to your liking, and unlike anything you have ever seen. They are beautifully crafted and made with high-quality materials.”

BASF Scholarships supported student participation in YEA BR’s program but did not play a role in funding or supporting independent businesses launched by students in the program.

BASF has awarded scholarships to 12 students in the YEA BR program over two academic years and plans to continue supporting talent through the program. Students entering grades 8–12 are eligible to apply now through August 20 for the 2021-22 class at www.yeabr.org/apply.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 17,000 employees in North America and had sales of \$18.7 billion in 2020. For more information about BASF’s North American operations, visit www.basf.com/us.

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