

# KEEFE REGIONAL TECHNICAL SCHOOL

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## **KEEFE TECH JUNIOR WINS FIRST PLACE AT NFTE BUSINESS PLAN COMPETITION**

**FRAMINGHAM, MA** – Keefe Regional Technical High School junior Tessa Beatrice of Natick won first place at the Network For Teaching Entrepreneurship (NFTE) New England Regional Business Plan Competition held on Wednesday, May 25, 2016 at Babson College.

The NFTE New England Regional Business Plan Competition brought together winners from school districts across Massachusetts, Rhode Island and Connecticut at the regional level to compete for top honors, prizes and a trip to the National Competition in New York City in September 2016. A total of 58 students representing 44 businesses attended the competition.

Tessa Beatrice, a student in the Keefe Tech Design and Visual Communications career program, took first place for her business plan for “Underdog Comics” and received a \$1,000 prize. She will now head to the National Competition for a chance to win \$25,000.

Beatrice’s winning business plan was comprised of four sections, beginning with Opportunity Recognition and followed by Market Research, including industry/market size and target market description, complete with demographics, geographics, psychographics and buying patterns. This was followed by Financial Information, including economics of one unit, an income statement, return on investment and return on sales, as well as start-up expenses. She concluded her plan with a Marketing & Sales section, which includes a yearly sale estimate with net profit and a marketing plan with 5 promotional methods.

“Tessa spends hours each day creating drawings for her graphic novels. She is working with another student who is a writer to launch this business and is starting a crowd funding sight to get the first novel printed. In all of my years teaching at Keefe Tech, Tessa is one of the most motivated students I have ever had. She not only has a great idea, but she also has the courage and ambition to bring her idea to fruition,” said Matt Warren, Entrepreneurship Teacher.

Beatrice presented “Underdog Comics” as the go-to comic book series that prides itself on character diversity. The business plan pitches that Underdog believes everyone deserves stories and characters they can relate to and enjoy, and promises to feature women, ethnic minorities, LGBT+ community, people with physical and mental disabilities, people with different religious beliefs, and many more. The brand tagline is: “Underdog Comics: Because you don't have to change yourself to be a hero.”

According to Beatrice, “The lack of diversity in the media and in the world of comics bothers me. Hardly any stories have characters who are unpredictable or have traits and weaknesses like those of real people. If they cannot find a hero similar to them in any story, people can feel invalid or excluded. Having a character or hero who suffers from the same prejudices, disabilities, or obstacles can make anyone feel validated, and help people deal with their own

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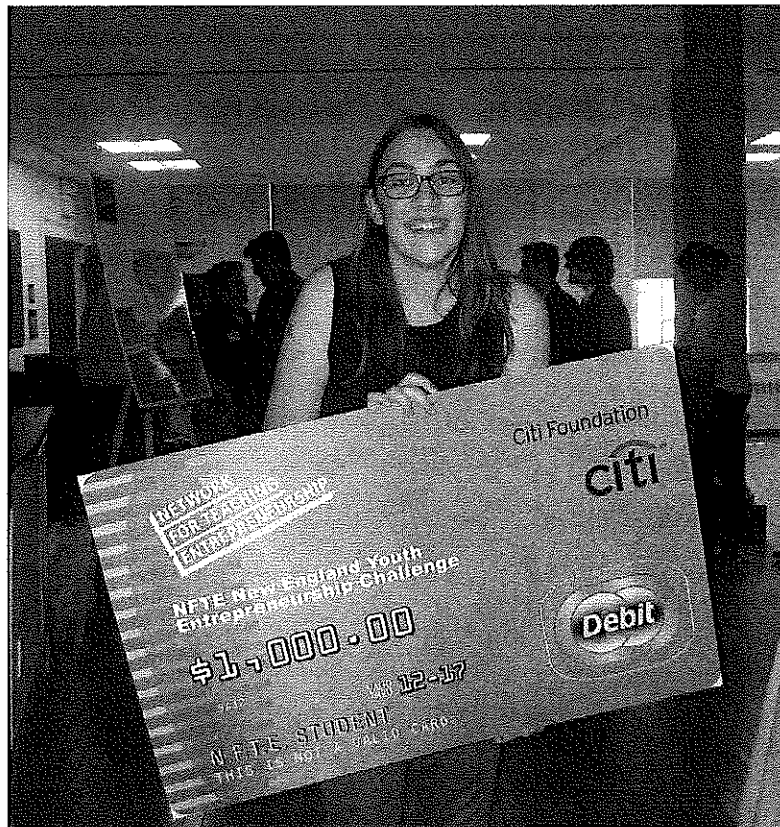
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problems. Most stories are unrealistic and unfair to those of us who fall outside archetypes, so I strive to include as many different and authentic characters as I can in my stories.”

In partnership with school districts in Boston, Chelsea, Framingham, Lawrence, Lowell, Malden, New Bedford, Quincy, and Worcester, MA as well as Providence, RI and Hartford, CT, NFTE trains teachers to engage students as entrepreneurial thinkers using innovative, hands-on curriculum. Since 1991, NFTE has provided more than 16,000 students across New England with the tools and mindset necessary to prepare for successful futures in school, college and the workforce and currently works with more than 1,000 students across New England each year.

## About Keefe Technical High School

Keefe Regional Technical School is a four-year public high school located in Framingham, MA and is accredited by the New England Association of Schools and Colleges. In addition to 15 career and technical programs, Keefe Tech offers a complete college preparatory and honors academic programs to students from the communities of Ashland, Framingham, Holliston, Hopkinton and Natick.



Keefe Tech junior Tessa Beatrice of Natick won first place and a \$1,000 prize for her business plan for “Underdog Comics” at the recent NFTE New England Regional Business Plan Competition at Babson College. Beatrice, a Design and Visual Communications career program student, will now head to the National Competition in New York City in September 2016 for a chance to win \$25,000.