KidEntrepreneurship.com™

STUDENT

Launch Plan

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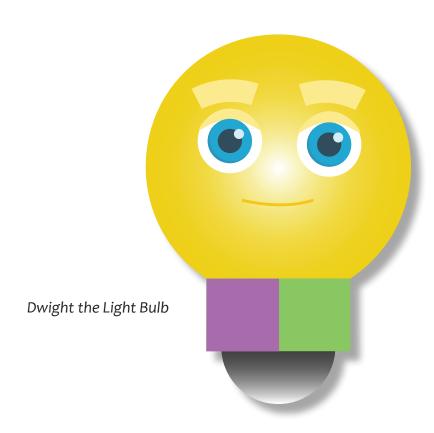
STUDENT NAME:	
TEACHER:	
GRADE:	

Welcome to **KidEntrepreneurship.com**™

You have taken the first step into the amazing world of being an entrepreneur. Business is related to all your passions, whether you enjoy basketball, dancing, surfing, skateboarding, painting, reading, or playing video games. At the end of this program, you will be prepared to launch your first business model.

Have fun and don't be afraid to unleash your creativity!

KidEntrepreneurship.com[™] Team info@kidentrepreneurship.com





• What is entrepreneurship?

Activity 1	
» What are your favorite businesses?	(list at least 6)
Who is an entrepreneur?	
Activity 2	
» Name some famous entrepreneurs.	(list at least 6)
	(iist de least s)
<u> </u>	
Activity 3	
» Why do you want to start a busines	s?

•	What	is an	industry	?
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>>	List some industries.	(list at least 6)

• Activity 5

"	in which industry would you want to start a business: why:



» Organize the following industries into smaller groups of businesses.

Industry: Food	Industry: Technology
+	+
*	*
*	*
+	+
*	*
	
*	<u>*</u>
+	+
*	<u>*</u>
*	<u>*</u>
Industry: Clothing	Industry: Beauty
Industry: Clothing +	Industry: Beauty +
+	+
*	+ *
+ * *	+ * *
+ * + *	+
+	+
+	+
+	+

Day 1 Homework

» Interview an entrepreneur in your family or local community. Ask them questions to find out the positives and negatives of starting your own business.

Entrepreneur's Name:
Business Name:
Positives:
Negatives:
Tregatives:

• Review

- » Day 1 homework» Who is an entrepreneur?» Why be an entrepreneur?» How are businesses organized?
- What is a product?



• Activity 1

» List a few products. (list at least 4)

» List a few services. (list at least 4)



Products

For each product, write three services that could use it.

Water Hose	Net	Flashlight	Computer
E.g. Car Wash	E.g. Fishing	E.g. Private Detecti	ive E.g. Web Designer
Guitar	Car	Helicopter	Rope
E.g. Music Lessons	E.g. Taxi	E.g. Mountain Tours	E.g. Zipline Adventures

Services

List three products that are used in these services.

Doctor Visit	Tutoring
David Classifier	Harras Classificat
Pool Cleaning	House Cleaning
Haircut	Manicure
Gardening	Hiking Guide

Activity 4	
» Would you want to sell a product,	a service, or both? Explain.
• What is value?	
- Activity 5	
Activity 5	
» List different businesses and the r	main value each provides. (list at least 6)
Business:	Value:
Activity 6	
» What values would you attach to your product or service? Why?	

Examples of Values Customization **Performance** Foreign Convenience **Popularity** Historic Compatibility **Speed** Luxury **Functionality Usability** Reliability **Safety**



Entertainment

Low Price

Social

Durability

Accuracy

Reputation



Location

Customer Service

Strength

Beauty

Efficiency



Taste

Sustainability

Day 2 Homework

» Transform the following products. Use your creativity to think of a new way each product can be used in a different industry. If needed, develop new features for a product so it can serve a different purpose. There are no wrong answers.

• New Name	New Name	New Name
New Industry	New Industry	New Industry
New Values	New Values	New Values
New Features	New Features	New Features
New Purpose	New Purpose	New Purpose

Day 2 Homework

» Transform the following products. Use your creativity to think of a new way each product can be used in a different industry. If needed, develop new features for a product so it can serve a different purpose. There are no wrong answers.

New Name	New Name	New Name
New Industry	New Industry	New Industry
New Values	New Values	New Values
New Features	New Features	New Features
New Purpose	New Purpose	New Purpose

Review

- » Day 2 homework» What is a product?» What is a service?
- » What are some examples of value?
- » How can your business stand out from your competitors?

Activity 1

» Create a business idea in each of the following categories:

Needs:	
Passions:	
Life Experience:	
Tragedy:	

• What is a Price/Quality graph?



Quality

Industry:_

industry:

Quality

• Day 3 Homework (flip your book)



» Complete the Price/Quality graph and circle the niches for the restaurant industry in your local community.

Quality



• Review

- » Day 3 homework» List different sources that can be used to generate ideas.» What is a Price/Quality graph?





Industry:	
Product / Service:	
Values:	
My business idea is	

• Day 4 Homework

» Work with a family member or friend outside of class to form a business idea on the form below.

Industry:	
Product / Service:	
Values:	
Their business idea is	

- Review
 - » Day 4 homework
- What is a target market?



How do you develop a target market?

Activity 1

- » List two businesses whose target market age group is teenagers.
- » List two businesses whose target market interest is exercise.
- » List two businesses whose target market location is Hawaii.





» Break down the target market for some popular businesses.

Business Name:	
Age:	Location:
Interests:	Lifestyle:
Business Name:	
Age:	Location:
Interests:	Lifestyle:

» Break down the target market for popular businesses.

Business Name:	
Age:	Location:
Interests:	Lifestyle:
Business Name:	
Age:	Location:
Interests:	Lifestyle:

» Develop the target market for your business idea.

Age:	Location:
Interests: L	Lifestyle:

• Day 5 Homework

» List some businesses that have multiple target markets.
- ·
-
-
» What are the positives and negatives of having different target markets
Positives:
Negatives:
» As a new business, would you be more successful focusing on one targe market or multiple? Why?

• Review

- » Day 5 homework» How do you develop a target market?
- What is marketing?



• Activity 1

- » Develop your marketing strategy.» For assistance, reference page 28.

Mark	eting	Stra	tegy:
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Examples of Marketing

Brochures Flyers Packages TV Commercials Business Cards Industry Content Radio **Word of Mouth** Websites **Competitions Online Videos Free Giveaways Free Trials Banners Door Knocking Social Media Car Stickers Telemarketing Paintings Testimonials** COUPON! Magazines **Coupons Webinars** Mail

Billboards

E-mail

Limited Time Sales

• What is branding?

• Activity 2

» Write your business name in the box below.

Business Name:

» Draw your business logo below.



Day 6 Homework

» Choose two competing businesses in an industry. Go to their websites and social media pages and describe the differences in their marketing.

Business 1:
Business 2:
Differences:
» Which business has the best marketing? Why?
» What can the other business do to improve their marketing?

• Review

- » Day 6 homework
- » List some examples of marketing.» List some elements of branding.
- What are costs?

• Activity 1

- » Identify the costs of your business.» For assistance, reference page 32.



Costs:

Examples of Costs



Research

Travel

Office Furniture

Fees

Office Supplies

Telephone Bill

Office Rent

Printing

Employee Uniforms

Electricity Bill

Penalties

Water Bill

Bonuses

Gifts for Clients



Holiday Parties

Shipping

Meals

Product Materials

Employees

Computers

Entertainment

Service Materials

Insurance

Company Vehicles

Training

Marketing

Machinery

• What is price? ORELLA ORELLA ORELLA ORELLA
• What is profit?
• Activity 2 » Develop your pricing strategy.
Product/Service Price:
Pricing Strategy:
 Activity 3 How much profit do you want to make each time you sell your product or service?
(desired profit per product/service)
Now much profit would you like to make from your business each year? (desired yearly profit)
» How many products or services do you need to sell each year to make your yearly profit?
(desired yearly profit) / (desired profit per product/service) = (# sold per year)
» How many products or services do you need to sell each month to make your yearly profit?
(# sold per year) / 12 = (# sold per month)
» How many products or services do you need to sell each week to make your yearly profit?

(# sold per year) / 52 = ______ (# sold per week)



• Day 7 Homework - A calculator may be used for these exercises.

\$119.60 price \$21.50 price \$33.10 price - 15.10 cost - 11.11 cost - 12.99 cost

profit profit profit profit

sold # sold # sold # sold

\$20,900.00 total profit \$706.52 total profit \$19,848.57 total profit

\$41.12 price \$84.84 price \$75.00 price

-40.00 cost -77.91 cost -44.44 cost

profit profit profit

sold # sold # sold

\$1,120.00 total profit \$533.61 total profit \$91.68 total profit



Day 7 Homework - A calculator may be used for these exercises.

\$ 9.00 price \$22.21 price \$59.01

1.00 cost - 11.11 cost - 59.00

profit

profit

profit

sold

sold

sold

\$3,648.00

total profit \$1,098.90

profit

\$0.00

total profit

\$31.60 price \$99.99 price \$68.14

- 29.99 cost - 80.88 cost - 35.33

profit

profit

profit

sold

sold

sold

\$8,050.00

total

\$1,242.15

total profit \$262.48

total profit



• Day 7 Homework - A calculator may be used for these exercises.

\$ 5.00 price \$88.21 price \$77.77 p

- 4.32 cost - 0.11 cost - 26.14 cost

profit profit profit

sold # sold # sold

\$37.40 total profit \$55,679.20 profit \$361.41 profit

\$11.11 price \$44.00 price \$90.00 price

- 7.99 cost - 3.88 cost - 40.00 cost

profit profit profit

sold # sold # sold

\$168.48 total profit \$320.96 total profit \$650.00 total profit

• Review

- » Day 7 homework
- List some ways to reduce costs.List some pricing strategies.
- What is a MVP?



Activity 1

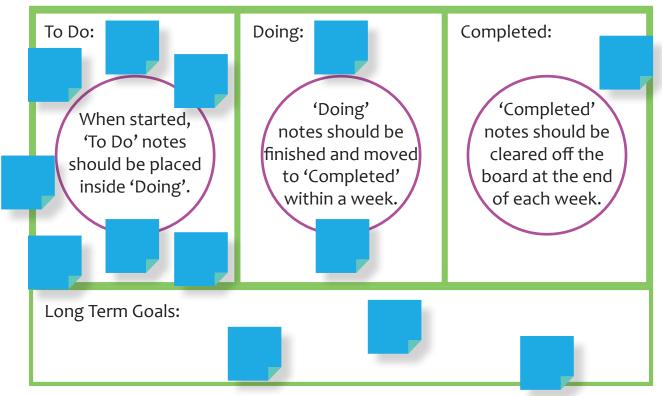
- » What is your MVP?
- What is the perfect version of your product or service?
 If you have new costs, add them to your list from the previous class.

MVP:		
Perfect Version:		

• What is a short term goal?

What is a long term goal?

- Activity 2
 - » Complete your Scrum Board.





Day 8 Homework

» Go online and search for the first version of your favorite product or service. How is it different from the current version?

Product/Service Name:
First Version:
Current Version:
» If you were the owner of your favorite business, what long term goals would you create?

• Review

» Day 8 homework

 What is a MVP? List examples of short term goals. List examples of long term goals. 	
What is selling?	
Activity 1	
» List some examples of businesses	with long sales processes. (list at least 6)
What is prospecting?	
Activity 2	
» If you were a salesperson, what co prefer to use for prospecting? Wh	

- » Imagine you are selling your product or service.» State three ice breakers.

1	
2	
3	
» State three open questions.	PROTESTING PROCESS OF THE PROCESS OF
1	
2	
3	

- What is qualifying?
- What is closing?

• Activity 4

» List three indirect closes to use for your product or service.

• Day 9 Homework

» Write about a time when you were rejected by another person. How did it make you feel? How did you respond? Looking back, what would you have done differently?



- » Day 9 homework
- » What are some communication channels?
- » What are some communication tactics?
- » What is the difference between a direct and an indirect close?
- What is negotiation?



• Activity 1

- » Pick a partner to negotiate with about their product or service.
- » Research your partner's likes and dislikes.

Likes	Dislikes
	·

What are first and last offers?

• Activity 2

» Set your first and last offer for the negotiation.

First	Last

• What are side offers?	
• Activity 3	
» Set your side offers for the negotiation	
Day 10 Homework	
Prepare for a negotiation with an individual outside of classDescribe the outcome of the negotiation.	5.
Their Name:	
What do you want?	
First Offer:	
Last Offer:	
Side Offers:	
Outcome:	
What would you do differently for the next negotiation?	

DAY 11 & 12

Review

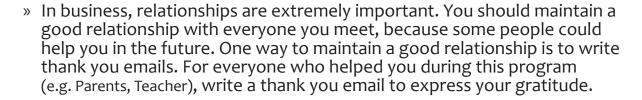
- » Day 10 homework
- What is your first offer?What is your last offer?What are side offers?





List some good pitching techniques.	

Day 11 & 12 Homework







Review

- » Day 11 & 12 homework
- » What are some good pitching techniques?

Activity 1

» Write down questions to ask your classmates after they pitch.