KidEntrepreneurship.com™

STUDENT

Launch Plan

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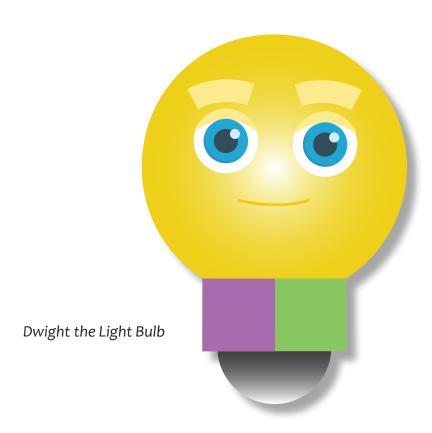
STUDENT NAME:		
TEACHER:		
GRADE:		

Welcome to **KidEntrepreneurship.com**™

You have taken the first step into the amazing world of being a business owner. Business is related to all your passions, whether they are playing 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 your name?
- What is your favorite activity?What do you want to be when you're older?
- What is a business? • What is your favorite business?
- How do businesses get started?
- Name some famous entrepreneurs.
- Why would someone want to start a business?

» Write down the names of nine businesses in your local community.

1. _____

2. ______

3._____



Color the picture.



5.

6. _____

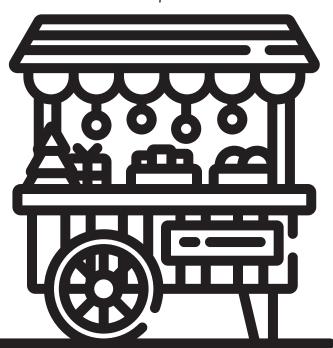
Color the picture.

7. _____

8.

9._____

Color the picture.



Color the picture.

• Activity 2

» Why does a business owner need a laptop?

1. ______

2. _____

3._____





» What could a business owner keep in a briefcase?

· _____

2.

3._____

Color the picture.

» What could a business owner have on a desk?

1._____

2.

3._____

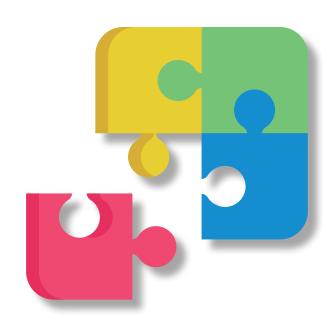


Day 1 Homework

» Finish the activities in your workbook. » In a few sentences, answer the following question: Why would you want to start a business?



- » Day 1 homework» What is a business?» How do businesses get started?
- How do we organize businesses?



Name some industries.	
	
What industries are easily recognized by children?	
	TE
How are industries organized into smaller groups of businesses?	
non are maasares organized into sindici groups or businesses.	
	

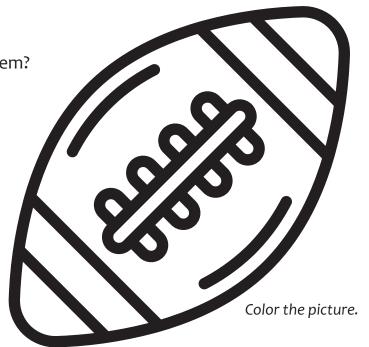
» In what industry would you find this item?

» Name 3 businesses in this industry.

1. _____

2. _____

3.



» In what industry would you find this item?



» Name 3 businesses in this industry.

1. _____

2. _____

3._____

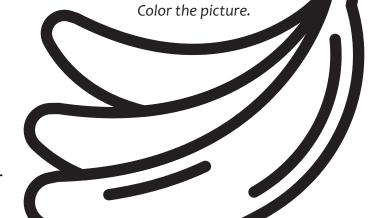
» In what industry would you find this item?

» Name 3 businesses in this industry.

1. _____

2. _____

3._____



» In what industry would you find these items?

» Name 3 businesses in this industry.

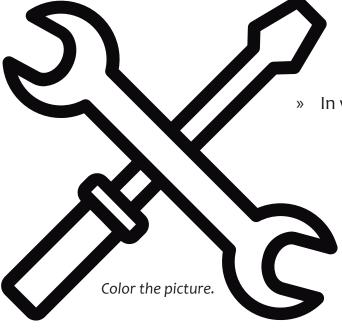
1. _____

2. _____

3._____



Color the picture.



In what industry would you find these items?

» Name 3 businesses in this industry.

1. _____

2. _____

3. _____

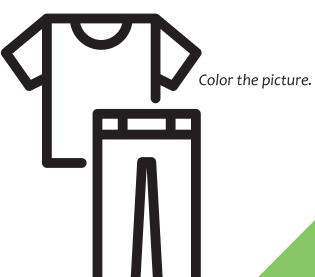
» In what industry would you find these items?

» Name 3 businesses in this industry.

1.

2. _____

3._____



» Organize the following industries into smaller groups of businesses.

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

Day 2 Homework

» Finish the activities in your workbook.
» What industry would you want to start a business in? In a few sentences explain why you would choose this industry.
-



- Review

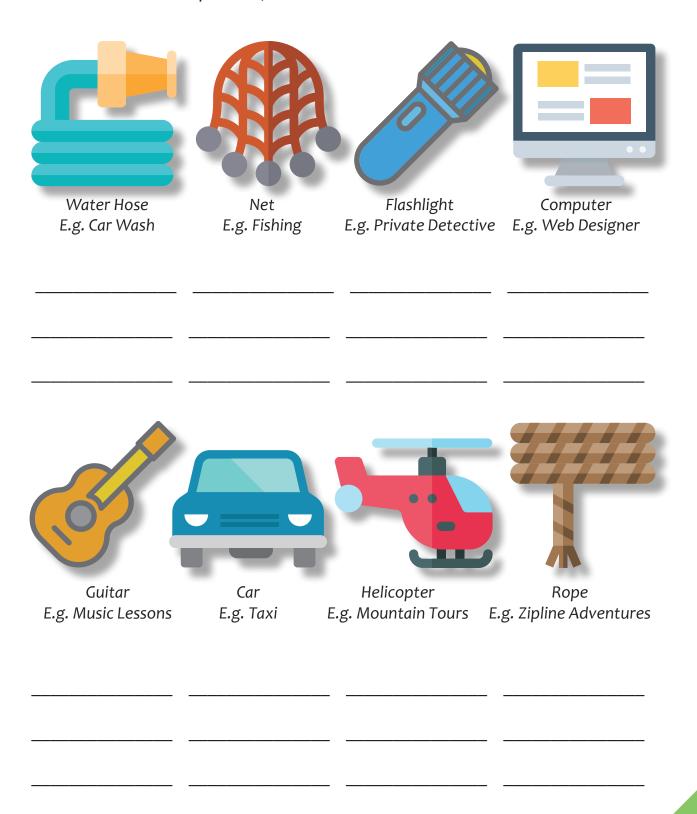
 - » Day 2 homework» How do we organize businesses?» Name some industries
- What do businesses want to do?



How does a business make money?
What is a product?
Name some products.
What is a service?
Name some services.

Products

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



Services

List three products that are used in these services.

Doctor Visit	Tutoring
Pool Cleaning	House Cleaning
Haircut	Manicure
Haireut	Manicule
Trail Cut	- Wallicule
Trail Cut	- Wallicule
	- Wallicule
Gardening	Hiking Guide

• Day 3 Homework

» Finish the activities in your workbook.
» Would you want your business to sell a product or a service? In a few sentences, explain in detail what your product or service would be.





• Review

- » Day 3 homework» What is a product?» What is a service?
- What do products and services provide?

•	• Write down popular products and services and attach values to each one.			
		_		
		_		
_		_		
_		_		
•	What are businesses in the same industry called?	_		
•	How can your business be different and stand out to customers?	_		

Examples of Values

Customization

Performance

Reputation

Convenience

Foreign

Popularity



Location

Historic

Customer Service

Luxury

Compatibility

Speed

Functionality



Strength

Usability

Reliability

Safety

Efficiency

Beauty

Low Price



Availability

Social

Taste

Durability

Sustainability

Entertainment

Accuracy

» 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

» 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.

- RO

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 4 Homework

» Finish the activities in your workbook. » What types of values would you want your product or service to provide? In a few sentences, explain why you would choose these values.







- » Day 4 homework» What is value?
- » Who are competitors?

• Activity 1



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





• Who is most likely to buy your product or service?

How do you develop a target market?

	Enes V
Activity 1	

- Activity 1

 - » Develop your target market.» When you are finished, prepare to present your target market to the class.

Age:	Location:
Interests:	Lifestyle:

• Day 6 Homework

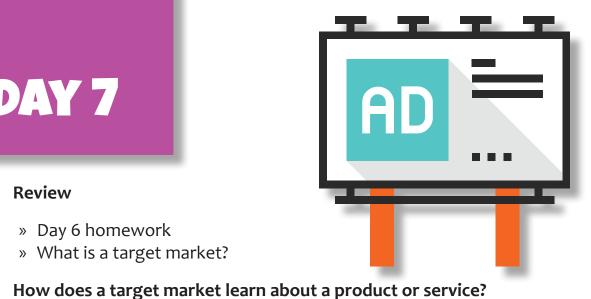
» Finish your target market.

» Write down the target market for two popular businesses.Business Name:			
Age:	Location:		
Interests:	Lifestyle:		
Business Name:			
Age:	Location:		
Interests:	Lifestyle:		





- » Day 6 homework
- » What is a target market?



_	White down named by businesses and the ways they market
•	Write down popular businesses and the ways they market.

- » Develop your marketing strategy.» When you are finished, prepare to present your marketing strategy.

Marketing Strategy:

Examples of Marketing

Flyers TV Commercials Radio Websites

Brochures

Packages

Business Cards

Industry Content

Word of Mouth

Free Giveaways

Competitions

Online Videos

Free Trials

Banners

Social Media

Door Knocking

Car Stickers

Telemarketing

Paintings

Testimonials



Magazines



Mail



Coupons

Billboards

E-mail

Webinars

Limited Time Sales

Day 7 Homework

» Finish your marketing strategy.
» How does your favorite business market to customers?
» In a few sentences, explain what kind of marketing you find most successful and how this kind of marketing gets your attention.



- Review
 - » Day 7 homework
 - » What is marketing?
- Do you need money to start and run a business? Why?

•	What are some ways you can reduce business costs?				

- Activity 1

 - » Identify the costs for your business. For help, look at page 28.» When you are finished, prepare to present your costs to the class.

Costs:		

Examples of Costs Research **Travel Office Furniture Fees Telephone Bill Office Supplies Office Rent Employee Uniforms Electricity Bill Printing Penalties Water Bill Bonuses Gifts for Clients Holiday Parties Shipping Computers** Meals **Product Materials Entertainment Employees Service Materials** Insurance

Company Vehicles

Training



Marketing



Machinery

• Day 8 Homework

- » Finish your costs.
- » What are the costs for your favorite business?

Name of business:
Costs:
» In a few sentences, explain how that business could reduce its costs.



- Review
 - » Day 8 homework
 - » What are costs?
- How does a business pay for its costs?
- What are some different pricing strategies?
- Activity 1
 - » Set a price and pricing strategy for your product or service.
 - » When you are finished, prepare to present your pricing strategy.

Product/ Service Price:

Pricing Strategy:

• Day 9 Homework

» Finish your pricing strategy.
» What are the prices of your five favorite products or services?
» In a few sentences, explain how the pricing strategies of your favorite businesses influence whether or not you buy the product or service.



Review

- » Day 9 homework
- » What is price?
- » Name some different pricing strategies
- What do you call the money that is left after a product's or service's costs are subtracted from the price?

• Activity 1 » A calculator may be used for this exercise. » How much profit do you want to make each time you sell your product or service? (desired profit per product/service) » How 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)



• Activity 2 - A calculator may be used for these problems.

\$21 \$19 \$33 price price price - 15 12 cost cost cost profit profit profit x 10 \mathbf{x} 30 x 90 # sold # sold # sold total total total profit profit profit

\$41 \$84 \$75 price price price - 77 cost cost cost profit profit profit x 25x 20 \mathbf{X} # sold # sold # sold total total total profit profit profit



• Activity 2 - A calculator may be used for these problems.

\$ 9

price

\$22

price

\$59

price

- 1

cost

- 11

cost

- 59

cost

profit

profit

profit

x 51

sold

x 55

sold

x 99

sold

total profit total profit total profit

\$31

price

\$99

price

\$68

price

- 29

cost

- 80

cost

- 35

cost

profit

profit

profit

x 100

sold

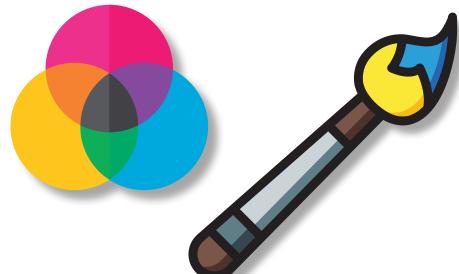
x 21

sold

x 31

sold

total profit total profit total profit



- Review
 - » Day 10 homework
 - » What is profit?
- How do customers recognize businesses?
- What is a business name?
- What is a logo?
- Activity 1

 - » Develop your business name and logo.» When you are finished, prepare to present your business name and logo.

Business Name:



Business Logo

- Day 11 Homework
 - » Draw the logo of your favorite business.

DAY 12 & 13





Review

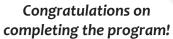
- » Day 11 homework
- » What is a business name and logo?
- What is a business model?

• Why is	it beneficial to	create a bus	iness model	?	
• What a	are good pitchi	ng technique	s?		

• Activity 1

- » Finalize your business model boards.
- Day 12 & 13 Homework 🔐
 - » Practice pitching your model in less than 4 minutes







- Review
 - » What are some good pitching techniques?
- Write down questions to ask your classmates after they pitch.