



Presents

Mia Madison, CEO KidBiz Bootcamp

For Grades 4-6

Inspiring an entrepreneurial spirit with Mia Madison, CEO

Mia Madison is her school's premier kid-trepreneur (that's a kid business owner). She's started a successful pet-sitting business—Have-A-Nice-Vacation—and a seasonal lemonade stand—Pack Some Punch Stand. When Mia realizes that she can help her classmates through her business experience, she comes up with a great idea for her third business: KidBiz Tips with Mia Madison! Mia must put her problem-solving skills to the test as she helps her classmates get their businesses off the ground, work with customers, invent new problem-solving products, and more.

This guide includes everything you need for a 30-90 minute event:

- Engaging icebreaker to get the group warmed up
- Reading excerpt
- Clear instructions
- Activity sheets that can be completed individually or as a group
- A group activity
- Art projects (to complete at event, or to take home)

...making this KidBiz Bootcamp a snap! Kids will develop a business from concept to action plan, explore entrepreneurship through art, practice public speaking, and most importantly, have fun!



KidBiz Icebreaker

Objective

Promote discussion, creativity, and awareness of kid businesses in a fun and interactive way.

Gather 'round

Bring the kids together in a circle and explain the game.

“Put Your Finger Down If...”

Instructions

Instruct participants to put both hands up with 10 fingers in the air, and to put one finger down when they hear a statement that applies to them. The goal is to see how many fingers each participant puts down and has up at the end.

Statements

Read out the following statements one by one. For each statement that applies, they should put one finger down.

- Put your finger down if you have ever thought of a creative business idea.
- Put your finger down if you've ever sold something to your friends or family.
- Put your finger down if you know someone who has their own business.
- Put your finger down if you've ever made a poster or flyer for a business idea.
- Put your finger down if you have a favorite local business.
- Put your finger down if you've ever saved money to buy something you really want.
- Put your finger down if you've ever earned money from a service you performed (e.g., mowing a neighbor's lawn, watching a pet while someone was out of town, washing someone's car).
- Put your finger down if you've ever learned a new skill that you could use to start a business.

Discussion

Ask the kids about their experiences, thoughts, and feelings about the fingers they put down and left up. Encourage them to share any interesting stories or ideas that come to mind.

Ask if anyone has an imaginative business idea they'd love to explore in the future. They can be as wild and creative as they want.

Conclusion

Celebrate everyone's creativity and business thinking, and reiterate how every idea, big or small, can lead to something exciting.



Read an Excerpt from Mia Madison, CEO

- Read all of Chapter 1 (approximately 9 minutes)

or

- The following passage (approximately 2 minutes). This passage starts with the last paragraph on page 9 and goes until the end of chapter 1:

“I’m actually about to start planning my next venture.” I love the word “venture.” In the business world, it means a new project or offering, but the dictionary definition is “a risky or daring journey.” I like to think of myself as daring. Plus, it sounds like “adventure,” and who doesn’t want to have tons of those?

Liam opened his mouth to say something else, but then his watch beeped. “Oh. The dogs are all supposed to be home by 4:30, so I have to go. It was nice to meet you, Mia—and sorry again about Princess jumping on you! I swear, it’ll never—”

Princess let out a loud bark. She took off running down the path, dragging Liam and the other dogs after her. The last thing I heard was, “No, Jarvis, not you too!”

I stared in the direction Liam had gone for several long moments. There was a tickle at the back of my brain.

An idea was forming.

I carefully flipped through my torn planner until I found a page that wasn’t too damaged. I doodled a fluffy dog chasing a squirrel. I drew a boy behind them, shouting, “No!” I drew a chew-toy and a coiled-up leash and a bag of doggie treats.

Bit by bit, my idea came into focus.

What if...instead of creating a new business of my own...I used what I’d learned with Pack Some Punch and Have-A-Nice-Vacation to advise other kids who wanted to be entrepreneurs? I could help them, like I’d just helped Liam! I’d be a...

What was the term Mom used, to describe a person who gave other businesspeople advice? A consultant, that was it. I’d be a consultant.

But consultant was such a boring, grownup word. I’d need a way better name, something that was sure to get kids’ attention.

I tapped my pen against my pursed lips.

I wrote:

KidBizTips with Mia Madison

That had a nice ring to it.

I underlined the words and then doodled tiny fireworks shooting off in all directions around them. This was a good idea. A shiny idea.

Entrepreneurs, Mom says, tend to be people who naturally have a ton of ideas. The trick is to learn to distinguish the ones that have promise from the ones that don’t. Mom likes to call particularly special ideas “shiny.”

Those are the ones worth chasing.

Building a Business

Objective

Kids will learn that anyone—even a kid—can start a business and start exploring their own ideas.

Procedure

These three activity sheets can be used independently or together in sequence.

KidBiz Idea Generator

Ask the kids if they have started a business before and have them share their business experiences with the group.

Kids will use the KidBiz Idea Generator to come up with business ideas for themselves.

Before kids take the quiz, tell them that some of the most successful businesses solve an existing problem. Then, as a group, brainstorm problems at school, at home, or in the community that need to be solved.

Then, distribute the quiz and share that there will be time to develop their own unique business idea.

KidBiz Business Map

Kids can use the KidBiz Business Map to create their own kid-friendly business plans. They should be able to work through the sheet, but here are some prompts if they need help:

- **Business Name:** Name your business at the top of the page. Ex: Have-A-Nice-Vacation pet-sitting business.
- **Problem:** Identify a problem that your business will solve. Ex: When people go on vacation they need someone to care for their pets.
- **Solution:** Describe how your business will solve the problem. Ex: I will care for their pets while they are gone.
- **Products or Services:** Describe the products or services your business will provide. Ex: Pet feeding, walking, play, litterbox cleaning, etc.
- **Target Customers:** Identify who will buy your products or services. Ex: Adults in Sun Valley who like to travel.
- **Buzz:** What will you do to make sure people find out about your business? Ex: Leave flyers in the mailboxes of the houses near mine.
- **Price:** How much will you charge for your products or services? Think about the cost of the materials and the value of your time. Also, do you want to take trades like Mia does in the book? Ex: \$5 per day of pet sitting.
- **Start-up Costs:** Figure out how much money you need to create your business. Think about the supplies you'll need to create your products or promote the business. Ex: Supplies: Flyers Cost: \$0 (I can use the paper and printer I have at home.)
- **Competitors:** Identify anyone else in your area that sells a similar product or service. You'll want to be aware of them so you can make your business stand out. Ex: Sun Valley Doggy Daycare and Cat Hotel.

KidBiz Buzz Builder

Kids can use the KidBiz Buzz Builder to create a plan to market their new businesses. Some of these fields are the same from the Business Map. This is because it's important for business owners to keep their specific products and customers in mind when coming up with marketing ideas. They should be able to work through the sheet, but here are some prompts if you need them:

- **Business Name:** Write down the name of your business. Ex: Have-A-Nice-Vacation Pet Sitting.
- **Description:** Describe the products or services your business will provide. Ex: Pet feeding, walking, play, litterbox cleaning, etc.
- **Objective:** Describe your marketing goal. This might be the number of customers you're hoping to get. Choose something realistic or easy to achieve to start. Ex: 2 pet-sitting customers by the end of the summer.
- **Target Customers:** Write down the type of customers who will buy your products or services. If relevant, describe their age and gender, and include any additional information that's important. Ex: Adults in Sun Valley who like to travel.
- **Strategy Brainstorm:** Write down some ways that your target customers find out about things. Think about where they go, if they see signs when they're there, etc. Ex:
 - Outdoor ads: Yes (it could work). Yes (I will do it). I will put up a sign in my front yard.
 - Door-to-door: Yes (it could work). No (I will do it). I will not do this because I'm not comfortable with it.
 - Table: No (it could work). No (I will do it). I will not do this because I don't think this makes as much sense as the other marketing strategies for a pet-sitting business.
 - Handouts: Yes (it could work). Yes (I will do it). I will put flyers in my neighbors' mailboxes.

KidBiz Logo Maker

Kids can use the KidBiz Logo Maker to think creatively and design a logo for their business. They should start with a creative brainstorm, and then zero in on a specific design for the logo. Here are some optional prompts you can use.

- **Customers:** Start by writing or drawing your ideal customer and your product or service in the top right bubble. Ex: Adults in Sun Valley who like to travel, and pet-sitting.
- **Colors:** Jot down a few colors that connect to your business. Ex: Tropical vacation colors like lime green, vibrant orange, and yellow.
- **Images:** Note or draw any images that come up for you when you think about your business. Ex: Palm trees, suns, waves.
- **Words:** Write down any words that come to mind when you think about your business. Ex: Reliable, friendly. If your business were: Get creative and imagine your business was an animal, flavor, or texture. What would it be? Ex: A well-trained dog, sweet, and soft.
- **Feelings:** Think about how your business makes people feel and write that down. Ex: Relaxed and confident.
- **Image or symbol:** Choose an image or symbol from your mind map. Ex: Palm tree.
- **Writing style:** Try writing your business name a few different ways to see what looks good to you.
- **Finalize the design:** Draw your final logo in the space provided.

KidBiz Poster Producer

Once kids have a logo for their businesses, they're ready to create a poster to promote the business. They'll need to come up with the following elements and put them together in a final design on the next page. A couple of possible layouts are provided.

- **Headline title:** This might be something simple announcing your product or service, or a catchy tagline.
Ex: Your pet will love their vacation!
- **Graphic:** Use an eye-catching image that relates to your business. Ex: Dogs.
- **Description:** Describe your business so potential customers know what it is. Ex: Let us watch your pet while you're away and they will have their own vacation with us!
- **Logo:** Include your logo.
- **Contact Info:** Include a way for potential customers to contact you or purchase your product. Never give out your home address or any personal info without consulting with a parent or guardian. It's best to give out an adult's contact info.

KidBiz Pitch-Off

This activity is designed to provide well-rounded closure for the lesson and give kids the opportunity to show off their work to the group.

Divide the kids into small groups and have them pitch their business ideas to each other like they're on Shark Tank.

Have kids vote on the business idea that they think has the best chance at success. Kids can cast their votes on a ballot made of postcards or scratch pieces of paper.

Each small group should select the best business idea to pitch to the larger group.

Here are a few things for kids to keep in mind as they develop their pitches:

- What is your business?
- What problem or need does your business solve?
- What makes your business special?

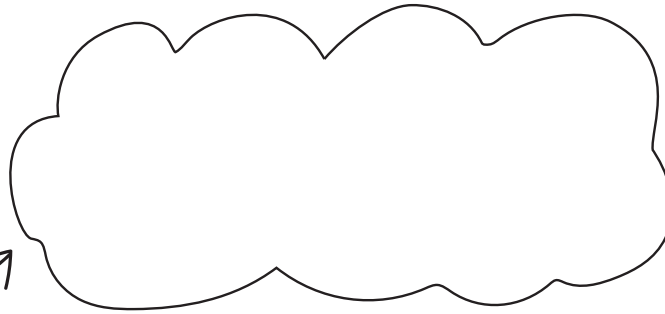
Questions for judges to ask:

- Why do you want to offer this service or product?
- What are your start-up costs?
- How do you plan to attract customers and build buzz?

Do you want to launch your own business but don't know where to start? Take the quiz below to help you find the perfect KidBiz.

Step 1:

To get your creative juices flowing, brainstorm some common problems in your school, home life, or community that need to be solved.



Step 2:

Answer these questions and follow the arrows to zero in on your business idea!



Do you already have an idea for a KidBiz?

Yes!

No

Is the solution something that you can or even want to do?

Yes!

No

Did you brainstorm a problem that needs to be solved?

Yes!

No

Do you have any special talents that can help someone?

Ex: (reading or math tutor, computer or tech lessons, photography)

Yes!

No

Can you sell a product at a stand

Ex: (lemonade, baked goods, crafts)

Yes!

No

Can you offer a service

Ex: (lawn mowing, babysitting, household helper, car washing)

No

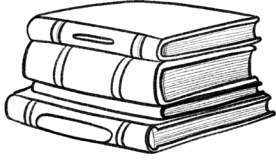
Yes!

Congratulations!

You're on your way to starting your own KidBiz!

Don't give up! Use this quiz as a starting point for brainstorming. Interview your friends and neighbors to see how your special skills and talents can help solve problems and turn them into a business!

My Perfect Business Idea is:



KidBiz

BUSINESS MAP



Business Name



Problem ?

What problem will your business solve?

Solution!

How will your business solve the problem?

Products or Services

Describe the products or services your business will provide:

Target Customers

Who will buy your products or services?

Ages



Additional Demographics
(How they behave, what they like, where they live, etc.)



Buzz

What will you do to make sure people find out about your business?

Price

How much will your products or services cost?

- Be sure to think about the cost of materials and how much money you want to make (profit).

_____ (Materials) +
 _____ (Profit) = _____ (Cost to Customer)

Is there something you'd be willing to trade your time/service for instead of just charging money?

Start-up Costs

How much money do you need to start the business?

- Think about all of the supplies you will need to create your products or promote your business.

Supplies	Cost

Competitors

What other products, services, or solutions could customers choose instead of yours?

1 _____

2 _____

3 _____

4 _____

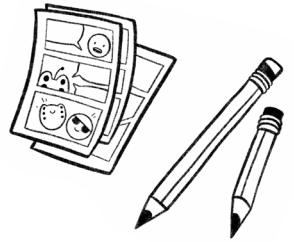
Check out Sun Valley Upper Elementary's premier kid-trepreneur in:





KidBiz

BUZZ BUILDER



Buzz

Business Name

What is the name of your business?

Description

What products or services will your business provide?

Objective



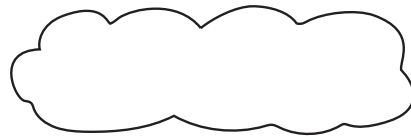
----- customers or sales
(number of)

in -----
(days, weeks or months)

Target Customers

Who will buy your products or services?

Ages



Additional Demographics

(How they behave, what they like, where they live, etc.)



Strategy Brainstorm

What are some ways that your target customers find out about things? Do they go to a specific place regularly? Do they see signs somewhere? Will any of these work for them?

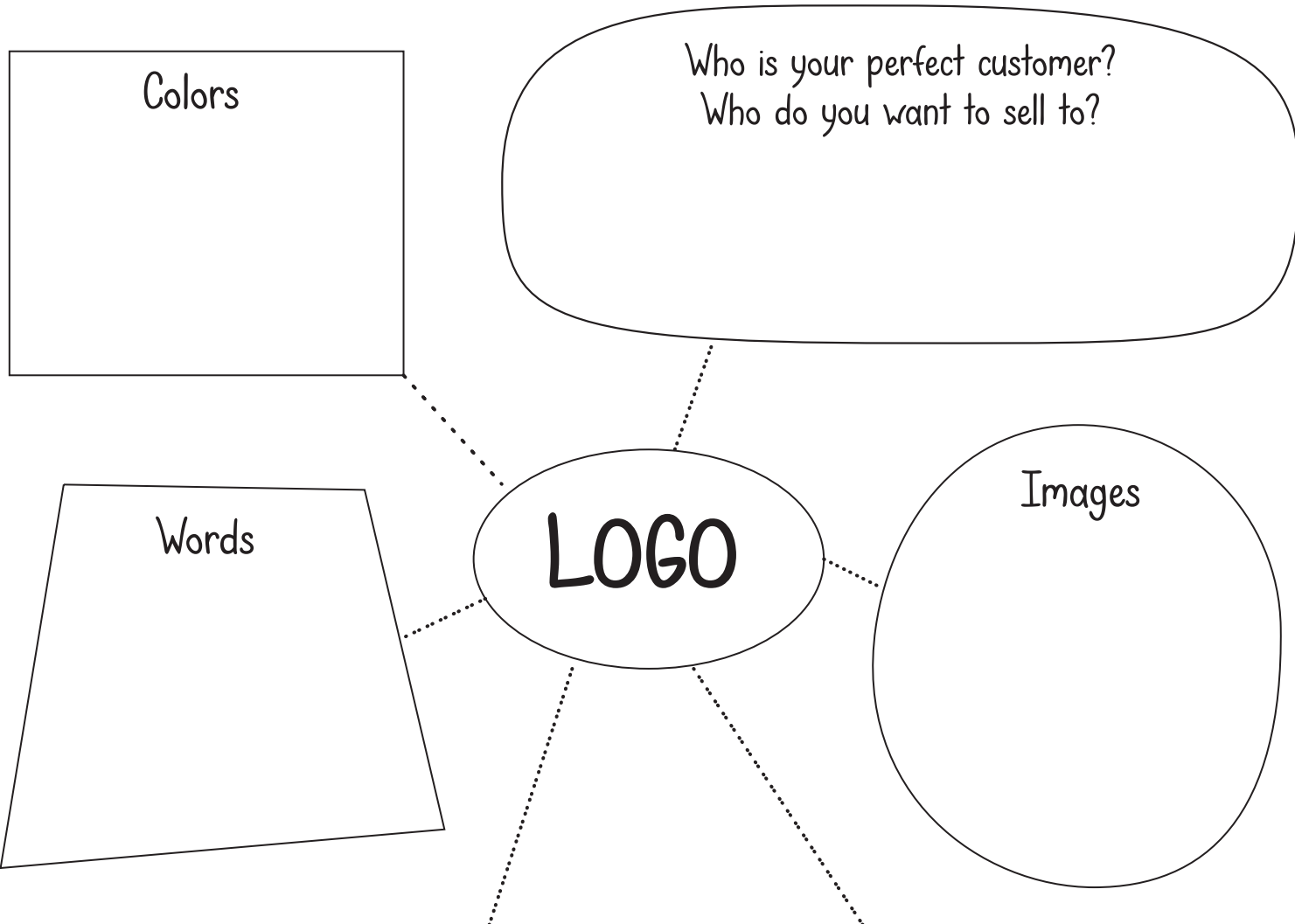
	Could this work?	Will I do it?	How I will do it?
Outdoor Ads Signs or flyers posted in your neighborhood or community.			
Door-to-Door Knocking on someone's door (always with a grownup!).			
Table Seeing you at a table or stand set up somewhere.			
Handouts A handmade or printed piece of paper you've put in mailboxes, left in a busy location, or handed out.			
Other Add your ideas here.			



Check out Sun Valley Upper Elementary's premier kid-trepreneur in:



KidBiz Logo Maker To create your perfect KidBiz logo, start by filling in the mind map below with words and images that come to mind when you think about your new business.



If your business was...

An animal

A flavor.....

A texture

What would it be?

How does your business make people feel? (Excited, hungry, happy, relaxed, etc.)

Hopscotch
GIRLS

Design Your Logo!

Choose an image or symbol from your brainstorm to represent your business.

Write your business name in an interesting way. Experiment with size, capitalization and style.

Choose one or more colors that relate to your business.

Try writing your business name around a shape or image. Other options include:

- Inside a shape
- Above or below an image
- To the left or right

Samples and Inspiration!

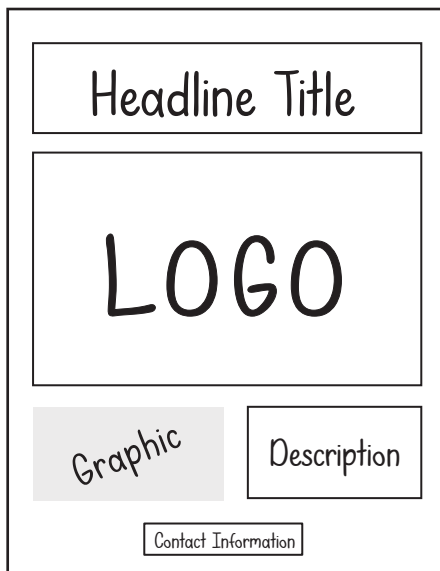


Draw your final logo here

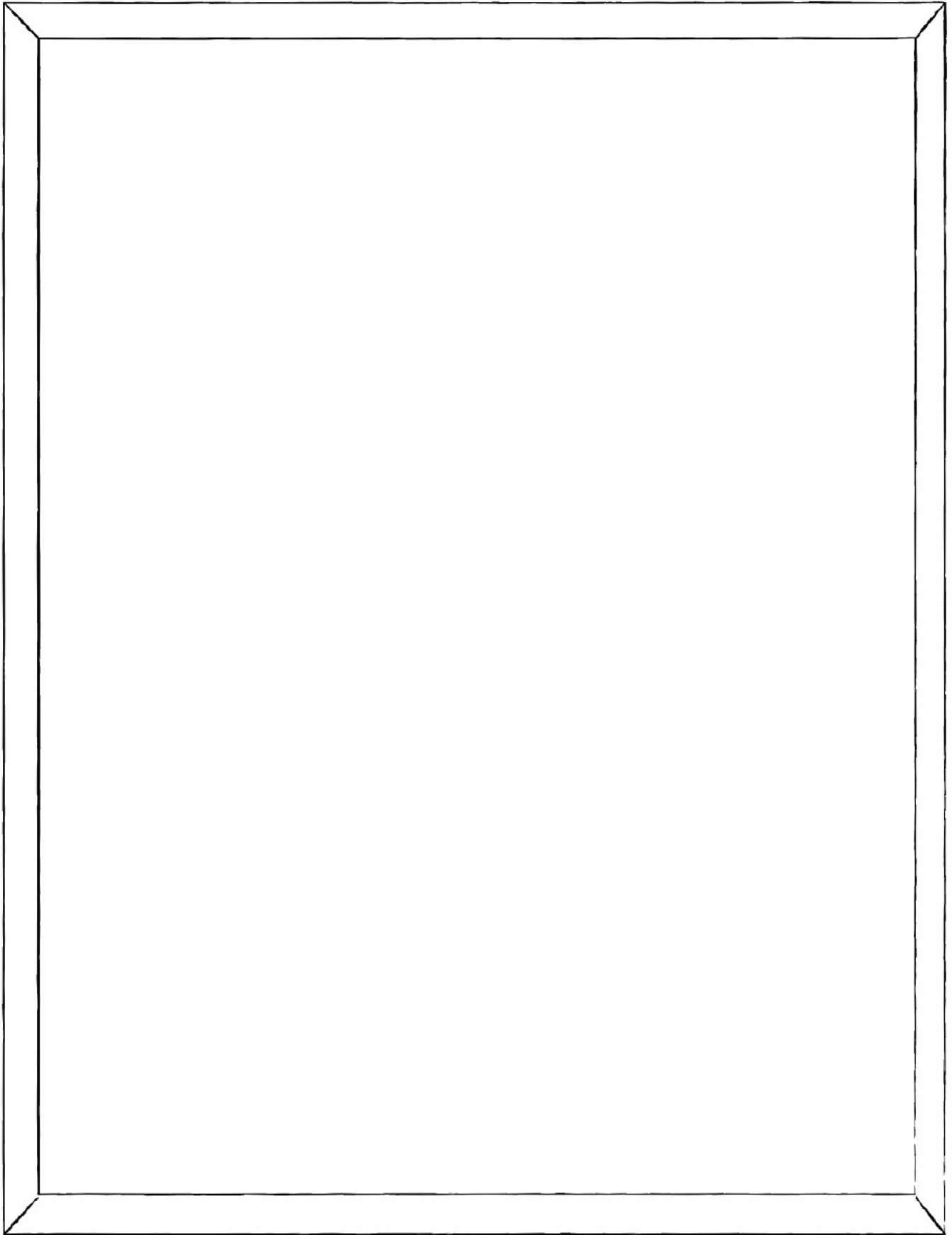
KidBiz Poster Producer

Design a poster to promote your new business! Be sure to include a catchy title or headline, image, your logo, basic information about your business, and a way for potential customers to contact you (always through an adult for safety reasons).

- 1 **Headline Title**
- 2 **Graphic**
- 3 **Description text goes here about how great your new business is!**
- 4 **LOGO**
- 5 **Contact Information**

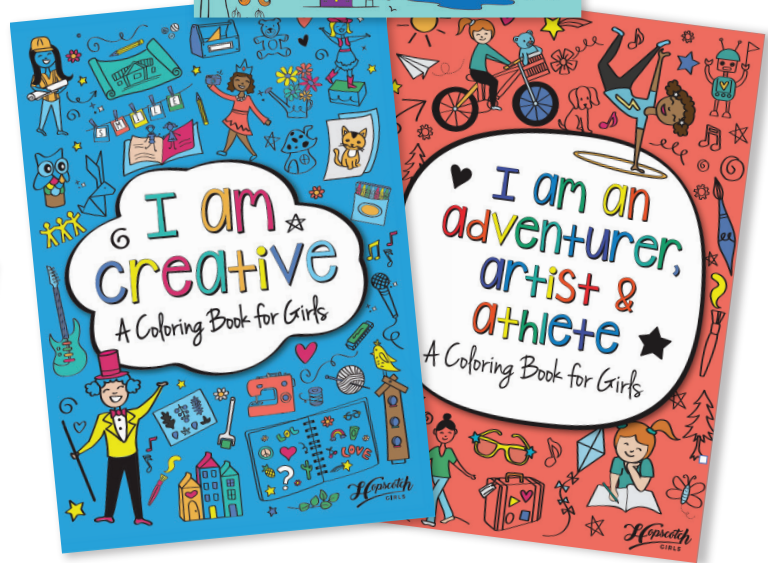


Your Poster Design Here



For more information about
Hopscotch Girls books, visit:

Hopscotchgirls.com



Hopscotch Girls is a social enterprise created by a mom frustrated by the typical pink/princess/beauty gifts available for girls. Known for the bestseller *I Am Confident, Brave & Beautiful: A Coloring Book for Girls*, Hopscotch Girls believes it should be easier to find products for girls that build confidence and self-esteem, combat stereotypes, and are fun.