



Business Development Module:

One way to help students to think as entrepreneurs and business people is to have them plan a business. This activity helps students translate their knowledge to real world authentic experience. They will develop their ideas and be better prepared to set goals, make plans, and figure out what obstacles they must overcome.

Watching most of the **Biz Kid\$** episodes will assist students in making a business plan. Use related curriculum packages to reinforce the lessons. Some specific episodes that may assist directly with creating a business plan are:

Episode 101 – What Is a Biz Kid?

You'll learn that anybody can be a Biz Kid with effort and the right attitude. Biz Kids identify a need, make a plan, and take action. Join us and you'll meet a skateboard designer, a rap music producer, a boy who started a rock-a-thon to raise money for hospital rocking chairs, and more. You'll also discover the entrepreneur who built a wildly successful garden products business on ... worm poop. All successful. All Biz Kids.

Episode 108 – How to Succeed in Biz-Ness by Really Trying!

A business can be anything from babysitting to owning vending machines. You'll discover the three key steps to success: identifying a need, making a plan to fill a need, and taking action. Join us as we meet the prep school boy whose new take on the old school tie caused a sensation. We also meet the young founder of Logan magazine.

Episode 201 – Have a Plan, Stan!

Explore the different elements of a business plan and see why it's crucial to develop a plan before you start your business.

Activity 1: The Dollar-A-Glass Competition and Business Plan Activity

Activity 2: Create Your Own Business

- Complete the **Biz Kid\$** "Planning My Business" Handout
- Make Your Own Resume
- Biz Cards
- Brainstorm a Marketing Poster
- Evaluate and Create an Advertisement with the "Market Me" Handout
- Make a Biz Brochure

Activity 3: Launch a **Biz Kid\$** Contest



The "Dollar-A-Glass" Competition and Business Plan Activity:

Introduce students to the online "Dollar-A-Glass Game" at www.bizkids.com. It is a fast-paced lemonade stand scenario where business opportunities, marketing, and natural disasters all come together to get you to make smart, or not so smart decisions, that let you retire in comfort or go bankrupt from your lemonade business.



Play a quick round as a class to go over some of the basic terms. (Gross, Costs and Net) Have students use the online Dollar-A-Glass game and keep a class high score chart. The game is a fun way to reinforce the lessons of business.

Screen the following episodes related to lemonade stand businesses. Discuss the business experience in the episode and lessons learned in the online game.

- Episode 112 – Introducing Entrepreneurs: You'll discover an entrepreneur is someone who sees a financial opportunity and acts upon it. Learn the stories behind the Frisbee, the Slinky, and blue jeans. Meet an entrepreneur who started a lemonade stand to raise money for playground equipment, then grew so successful she was able to make over an entire park.
- Episode 113 – The Biz Kids Challenge: The Biz Kids learn the world of marketing through the "Project Lemonade Challenge." Two teams, two identical lemonade stands. It's up to the kids to decide the price and promotion strategy to sell the most product. The proceeds go to their favorite charities. You'll see the preparation and the results when they are critiqued by marketing guru Scott Bedbury, the force behind Nike's slogan "Just do it."
- **Assessment:** Have students work in groups using the "Planning My Business" Handout to plan a lemonade stand business. Have students share what they have learned or do a group business pitch to "investors" (classmates).



“Create Your Own Business” Activity:

“Create Your Own Business” allows students to imagine themselves as entrepreneurs and business people. Activity handouts include:

- “Planning My Business” Handout
- Make Your Own Resume
- Create Biz Cards
- Create a Marketing Poster
- Evaluate and Create Advertising with the “Market Me” Handout
- Create a Biz Brochure
- Let’s Go!: Quick Tips & Ideas for Kids Who Want to Start Their Own Businesses

Directions:

Students can work individually or in teams to establish a business idea. “Let’s Go!: Quick Tips & Ideas for Kids Who Want to Start Their Own Businesses,” may provide them with ideas to get started. Watching the young entrepreneur episode clips on the show or on the **Biz Kid\$** website (www.bizkids.com) will also inspire them with other business ideas. Once they have established their business idea, have them create a business plan, resume, business cards, a marketing poster, an advertisement (script, skit, or video), and a sample brochure for their business. Students can get more elaborate and create a website or other marketing strategy like a marketing survey. They can script an advertisement and create a 1 minute video promoting their business.

- **Planning My Business Handout:** The handout is a step-by-step guide in a question format to lead business planners through the many issues that must be considered when planning a business. It does not remove the risk factors in starting a new business but it helps young entrepreneurs to understand the many aspects of business planning that lead to a greater likelihood of success. This is a handout that can be completed by groups of students. It is recommended that teachers discuss a few questions at a time and then give students time to work in their groups to answer those questions. Groups should share their thought and ideas in a class discussion before going on to the next part of the plan. Use “Let’s Go!: Quick Tips & Ideas for Kids Who Want to Start Their Own Businesses” for ideas. **Handouts: Planning My Business:** <http://wxxi.org/tv/bizkids/PlanningMyBusiness.pdf>
Let’s Go! Handout: <http://wxxi.org/tv/bizkids/lets gobrochure.pdf>
- **Make Your Own Resume:** The resume kit is a questionnaire geared to school age youth. The handout helps them assess the skills they already have and think about those they might develop. The handout includes a sample resume to give youth a model of moving from questionnaire to resume. If students do not have much to put into a



resume yet, this can be an opportunity to discuss what they wish they could put on their resume. This is a great opportunity to set some short term goals as steps to reach the long term goal of what they would like to have on their resume in the future. **Make Your Own Resume Handout:** <http://wxxi.org/tv/bizkids/MakeResumeExample.pdf>

- **Biz Cards:** Biz Cards are template business cards in three designs. Students can type in their own information and print a sheet of business cards on demand. You will need to provide access to a computer, a desktop printer, and business cards that will work with your printer. The templates provided work well with Avery Labels #8371. If you do not have technology available, then it can be fun to pre-print **Biz Kid\$** business cards and let the kids fill them in with their information by hand. You can give away **Biz Kid\$** cards in small batches or full sheets.
- **Biz Cards: These examples work best with Avery Labels #8371**
 - **Biz Kid\$** Write-on Biz Cards:
 - Microsoft Word Document: <http://wxxi.org/tv/bizkids/writeoncards.doc>
 - PDF: <http://wxxi.org/tv/bizkids/writeoncards.pdf>
 - Biz Cards: Template 1
 - Microsoft Word Document: <http://wxxi.org/tv/bizkids/bizcard1.doc>
 - Biz Cards: Template 2
 - Microsoft Word Document: <http://wxxi.org/tv/bizkids/bizcard2.doc>
- **Brainstorm a Marketing Poster:** The sample lemonade stand poster gives students suggestions for information to include a marketing poster. The side by side approach lets students draft ideas about what they would put on their own print poster. Based on this mock-up, they can create their own business poster.
Brainstorm a Marketing Poster: <http://wxxi.org/tv/bizkids/bizmarketingposter.pdf>
- **Sample Brochure:** The sample brochure provides writing prompts for students to draft their own brochure. Download the brochure and type into each of the section with specific information related to the proposed business. Add graphics and print out.
Sample Brochure for Download: <http://wxxi.org/tv/bizkids/brochuresample.doc>



- **Evaluate and Plan an Advertisement with the "Market Me" Handout:**
Have each student bring in an advertisement for a product or service. It can be from magazines, newspapers, catalogues, or off a website. Answer the first four questions on the "Market Me" Handout related to the ad the students brought in. How well does the advertisement accomplish its goal of selling the product or service? After sharing findings with the class, have groups complete the "Market Me" activity again regarding the business they are planning. This time answer question 5 and design an advertisement as a skit. Groups can act them out and have other class groups give them feedback. They can also tape their skit and present their "TV or web" ad to the class. **Handout:**
<http://wxxi.org/tv/bizkids/MarketMeWorksheet.pdf>



Launch a *Biz Kid\$* contest:

A **Biz Kid\$** contest can bring attention to the series, involve the community in developing entrepreneurial skills in area youth, and recognize youth for their efforts.

1. Identify partners and roles for them.
 - Underwriters
 - Prize Sponsors
 - Marketers: Providing promotion & locations for application pick-up
 - Judges of contest applications
 - Speakers to go into schools and educational organizations to talk about business and introduce the contest to youth.
 - Create on-air profiles of business people talking about how they got into business and to tune into **Biz Kid\$** and enter the contest.

2. Select categories for the contest:

What ages and age groupings will you have? For example ages 6-8, 9-12, 13-15, 16-18)

What will be the categories of the contest? Choose a limited number of categories in order to keep the rules and communication simple. Some categories to consider are:

- Youth who already have a business
- Youth who are planning a business
- Youth who have conducted a community service project
- Youth who are planning a community service project
- Business Poster contest for real or planned businesses
- Best business pitch to a group of judges (community business people, teachers or mentors)

3. What are the prizes, timeline, and means of recognition for winners?

Some Suggested Prizes:

- Cash Prize
- Savings Account at a local credit union
- Business entrepreneur camp scholarships (if a camp exists in your area)
- Business college class/camp for youth (if one exists in your area)
- Gift bag of business related supplies, gift card, or business books for kids & families
- Marketing money for a local ad or graphic design assistance
- **Biz Kid\$** items: See promotions at <http://wxxi.org/tv/bizkids/orderinfo.pdf>



Recognition & Parental sign-off: Remember safety and privacy issues for kids when recognizing winners. First name, last initial and no specific location information is recommended for online and on-air recognition. Get parental consent on your contest form to allow recognition. If stations produce on-air spots, they should use their standard talent release form for youth and be sure it is signed by a parent/guardian.

Some great forms of recognition include:

- Online recognition on station **Biz Kid\$** site
- In print recognition in station and partner publications
- Press release to local papers or niche publications
- Certificates
- On-air spots: These can be used as tune-in spots for **Biz Kid\$**
- Submit actual businesses to national **Biz Kid\$** series for consideration.

Timeline:

- Decide how long the contest will be. (a month, two months, a quarter)
- Determine if prizes will be given all at once or if you will honor a winner weekly.
- Recognize different "winners" each week to get more response to the contest and more on-air attention.
- If you are not sure of the levels of participation, set a single deadline. You can always provide ongoing recognition as you announce winners.

Market Your Contest & Results:

- Announce on event calendars
- Use e-newsletters, websites, and advertisements in publications of all partners
- Use press releases and on-air spots to announce contest and showcase results
- If successful, consider making the contest an annual event and community outreach.

See an example of a Biz Kid\$ contest run by KLRN in San Antonio, TX.

<http://www.klrn.org/bizkids>



Launch a Biz Kid\$ Contest Sample Forms, Rules and Press Releases: Please customize per your own requirements of your contest and locality.

MS Word Documents:

- Contest Entry Forms & Release: <http://wxxi.org/tv/bizkids/entryformrelease.doc>
- Press Release Sample: <http://wxxi.org/tv/bizkids/bizcontestpr.doc>
- Planning My Business Handout: <http://wxxi.org/tv/bizkids/PlanningMyBusiness.pdf>

- **Sample Flyer Text**
 - Young Biz Owners Contest: <http://wxxi.org/tv/bizkids/bizcontestflyertext.doc>
 - Biz Planning Contest: <http://wxxi.org/tv/bizkids/bizplanningflyertext.doc>
 - Biz [Marketing] Poster Contest: <http://wxxi.org/tv/bizkids/bizposterflyertext.doc>