

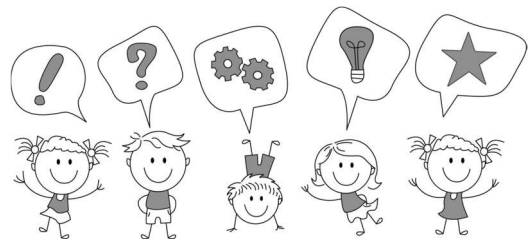
Be an entrepreneur.
At any age...

Turn your passion into
a business. Craft your
entrepreneurial
venture one step at a
time.

Amp up your skill.
Learn the drill.
Follow your dream.
Launch the scheme.

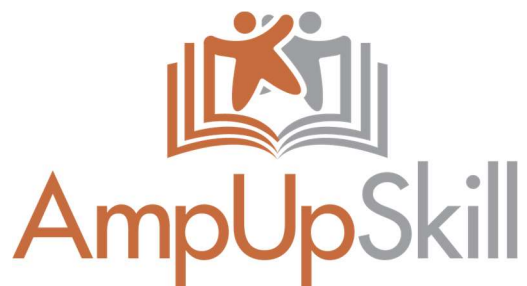


BUSINESS THINK BOOK



Easy to understand and use for
elementary and middle school
students ages 6-14 years.

BY



www.ampupskill.com



Benefits of Entrepreneurship



6 to 9 years	10 to 12 years	13 to 15 years
<p>Focus on play & learning. Business ideas will likely need to be <u>simple & easy</u> to execute but can still provide valuable learning experiences and opportunities for creativity. Ideas that can help them <u>develop their social skills and problem-solving abilities</u>.</p> <p>Examples:</p> <p>Artistic Bookmarks Make and sell personalized bookmarks with different designs, patterns, styles, shapes, or quotes to friends and family.</p> <p>Personalized keychains Create and sell personalized keychains using materials like beads, clay, and string to neighbors or at the farmer's market.</p>	<p>Exploration is the key. Business ideas can be a <u>little complex</u> and allow for more independence and responsibility. Ideas that can help kids <u>develop their confidence and independence</u> while earning money and having fun.</p> <p>Examples:</p> <p>Jewels Boutique Create and sell unique designs from innovative materials at local art and craft fairs or in the neighborhood.</p> <p>Upcycled Garden Art Collect recyclable materials from neighbors, convert them into art, and sell them in the community or at farmers' markets.</p>	<p>Recognize your pursuits. Business ideas can involve <u>more complex</u> tasks & responsibilities and be an excellent opportunity to develop focused interests. Ideas that can help kids <u>develop their skills and experience</u> while aiming for profits and enjoyment.</p> <p>Examples:</p> <p>Fashion Creations Craft styling products like hairbands, trendy scarves, and bags from recycled cloth and sell them at local stores or online.</p> <p>Graphic design Offer graphic design services to local businesses or sell unique prints for company merchandise like t-shirts, journals, and memorabilia.</p>
<p>While running your business, it is crucial to prioritize safety, follow local laws or regulations, seek adult supervision where necessary, and</p> <p>Mandatory to BELIEVE in yourself and DREAM big!</p>		



Why be an entrepreneur?



What makes a good entrepreneur?

"This century's next great entrepreneurs are in elementary school *right now*. They may be in your class or seated right next to you. *Who knows? It might be you!* Markus Persson, the game programmer who created Minecraft, started coding when he was eight years old. Taylor Swift, an entrepreneur in her own right, started writing songs and playing guitar at age 12. And 13-year-old Shubham Banerjee invented a braille printer to help the blind. He made his invention from what else? Lego Mindstorms programmable sets. So, the next time you wonder what makes a good entrepreneur, remember this: It is more of a **MINDSET** than anything else, and quite possibly, it could be *you*." – Anita Newton, Inc. Life Columnist (March 2015)

What is an entrepreneurial mindset?

Bringing an entrepreneurial mindset to your business venture is vital to success. This is a set of skills, beliefs, and thought processes entrepreneurs need to build their businesses.

The three main elements of this mindset are:

1. **Curiosity**- Entrepreneurs question everything, learn all they can, and are open to new and revolutionary ideas.
2. **Resilience**- Succeeding as an entrepreneur means enduring pressure and failure and being willing to learn and evolve.
3. **Persuasion**- Aspiring entrepreneurs must confidently sell their business idea to targeted consumers and even skeptical audiences.

Why be a young entrepreneur?

An opportunity to earn money and be able to buy your favorite game or raise donations for a cause you care about. You may have a brilliant business idea to solve a problem or want to be an entrepreneur to make yourself proud and successful.

I want to be an entrepreneur because,



Business Themes



"The way to get started is to quit talking and start doing." - Walt Disney.

"Even if you don't have a perfect idea, to begin with, you can likely adapt." -Victoria Ransom.

- Wearables
- Salvage Art
- Comfort Snack
- For Convenience
- Built your kit.
- Frame it!
- Creative Décor
- Indoor Greenspace
- Crafty Jewels
- Unique Boardgame
- Express with cards
- Travel Puzzle Buddy
- Journal with Style
- Cheerful Calendar
- Stylish Pots
- Trash to Treasure
- Expressive Bookmarks
- Pet friendly
- Organizer with a twist
- Yard Art
- Book with a purpose!
- Use and Reuse
- Especially for Teachers
- Stylish Mirrors
- Prompt Fashion
- Creative Meal Planner
- Reimagine Items
- Celebrate with Style
- Memory Bank
- I can teach.
- Meaningful Gifts
- Garage styling
- Pet wear
- Pamper Care Bag
- Tell it with Stickers!

Local Resources

- www.artsalvagespokane.com
- www.spokaneprint.org
- www.gizmo-cda.org

Free Web Resources

- www.vistaprint.com/logomaker
- www.shopify.com/tools/slogan-maker
- www.adobe.com/express/create/flyer





Business Planning



"Don't let what you can't do stop you from doing what you can do." - John Wooden.

"Remember to celebrate milestones as you prepare for the road ahead." - Nelson Mandela.

Three critical components of a business planning

➤ **IDEATE:** Derive Business Idea

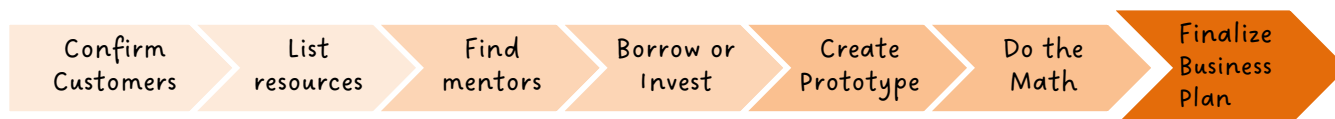
Week 1



	Complete by	Each highlighted word represents a milestone.
<input type="checkbox"/>		Explore hobbies, interests, and skills.
<input type="checkbox"/>		Choose one thing you are most enthusiastic about.
<input type="checkbox"/>		Convert your passion into an item or a service that could be useful or interesting.

➤ **COLLABORATE:** Draft Business Plan

Week 2-4



	Complete by	Each highlighted word represents a milestone.
<input type="checkbox"/>		Investigate the target customer's age group, gender, lifestyle, & economic sector.
<input type="checkbox"/>		Identify resources to bring the product to the market - family, mentor, & finance.
<input type="checkbox"/>		Evolve plan to create a prototype that validates purpose & gives insight on expenses.

➤ **CREATE:** Launch Your Business

Week 5-6



	Complete by	Each highlighted word represents a milestone.
<input type="checkbox"/>		Brand products or services to connect with your customers and build a reputation.
<input type="checkbox"/>		Marketing on public platforms through channels like social media, & publications.
<input type="checkbox"/>		Launch the business at the right time on the right platform.



Ideate



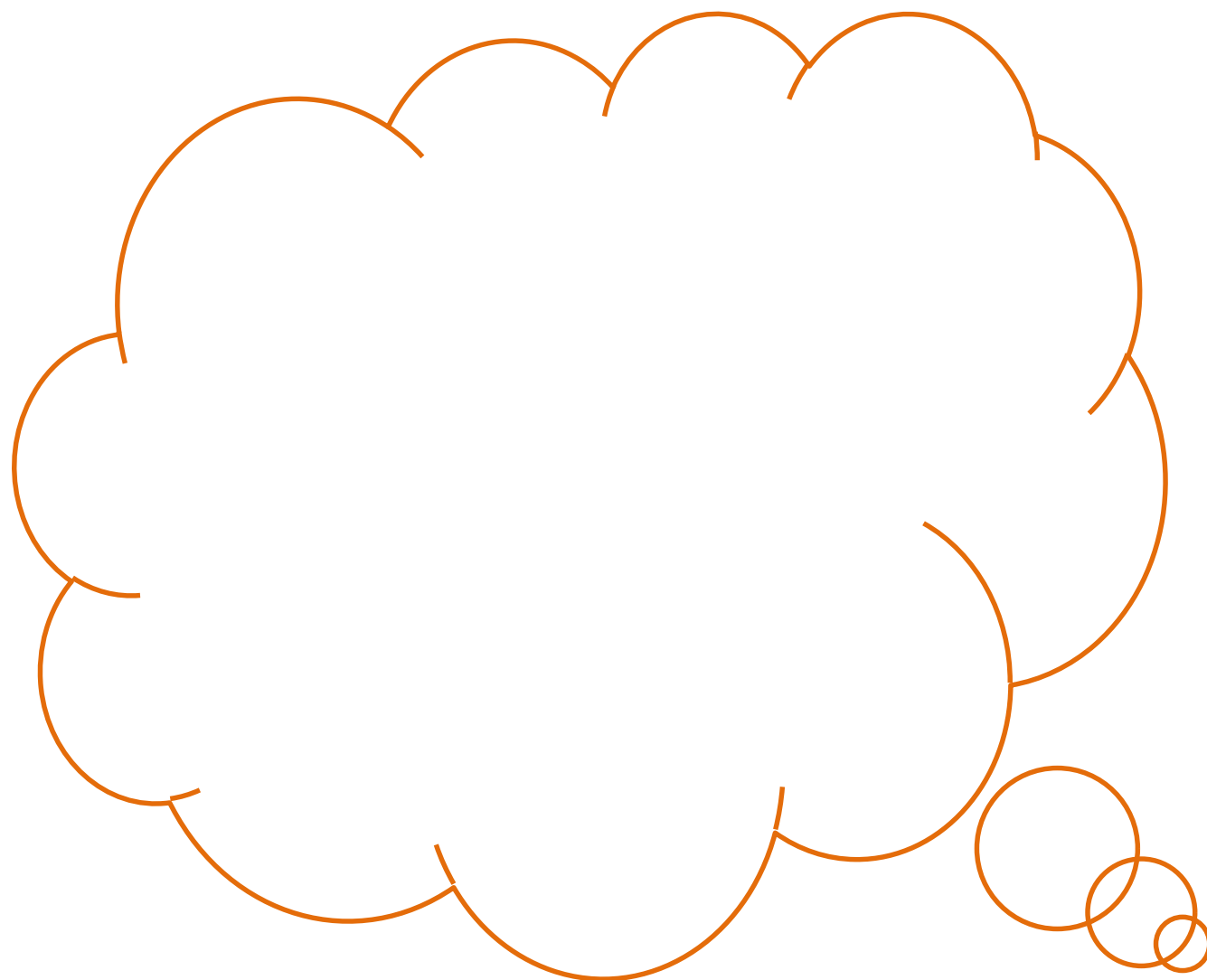
"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve." – Mary Kay Ash.

Brainstorm Ideas

Product or Service- Identify if it is an item or a service. Will it be a year-round/seasonal business?

Unique or Reinvented- Create an entirely new or improved item or a service that already exists.

Applicable or For Fun- Is it a convenience/ shopping/ specialty product?



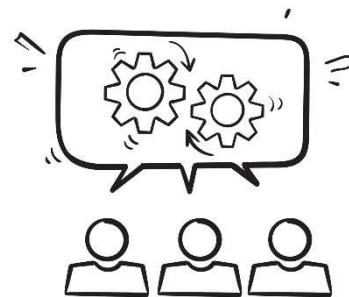
<p>"One of the huge mistakes people make is trying to force an interest on themselves. You don't choose your passions; your passions choose you." – Jeff Bezos.</p> <p><u>I picked the idea because,</u></p> <p>I love it. It will sell it.</p>	<p>"What do you need to start a business? Three simple things: know your product better than anyone, know your customer, and have a burning desire to succeed." – Dave Thomas.</p> <p><u>Elaborate Purpose</u></p> <p>Why should one buy?</p>	<p>"Openly share and talk to people about your idea. Use their lack of interest or doubt to fuel your motivation to make it happen." – Tod Garland.</p> <p><u>Research</u></p> <p>Discuss, Survey</p>
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Analyze your research. Pick the best idea that is fun to develop and has the potential to turn into a business. Note down reasons to pursue the venture and see if you can combine the offering and your passion into a business.

Why do I love my idea?	Why will customers like my idea?
My business idea is...	
Can I develop my idea further?	A year-round or seasonal business?



Collaborate

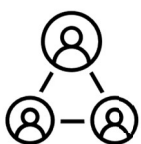


"I'm convinced that about half of what separates successful entrepreneurs from the non-successful ones is pure perseverance."- Steve Jobs.



Target Customers- Describe ideal customer/s and list reasons why your product will appeal to them

Profile- Age, Gender, Lifestyle, Trait	Why would they pay for your product/ service?



Resources- Find mentors to guide , helpers for shopping and decide whether to use allowance money or ask for a loan from parents

Workforce -

Materials -

Investment -



Prototype- Design, Create, and Test. Get help, fine-tune, and find the cost per item.



Do the Math - Material Cost, Marketing & Other Cost, Price list, Estimated Profit, Sales Tax, Loan Pay-back



Create



"Branding is the art of becoming knowable, likable, and trustable." – John Jantsch

"Your brand is the most important investment you can make in your business." – Steve Forbes.

Business Name – May directly convey your business or make it sound catchy!

Pick your Favorite –

Brand Slogan – Highlight key benefits, keep it short (8-10 words), Rhyme maybe!

1)

2)

3)

Pick your Favorite –

Business Logo – Determine the logo color scheme and design based on the customer appeal and business offerings. Sketch view options and pick your favorite.

List PLACES to launch.	List WAYS to launch.

Business Flyer

Maintain the branding theme- use the slogan, logo, and business name. Be Creative and talk directly to your customer. Less is more work always works! Draw or paint and make copies to circulate or, depending on the budget, create digital flyers to share.