

About This Module

Overview	In this Early Elementary module, youth will work through the various steps of starting a business – such as becoming an entrepreneur, conducting market research, developing a product and pitching the product to customers.
Guiding Questions*	<ul style="list-style-type: none"> • What is an entrepreneur? • How does market research help your business? • How can companies change a product to fit consumer preference?
Culminating Activity	Youth will take part in a treat sale in which they sell homemade treats.
Session 1	What Is Entrepreneurship? Youth explore the concept of entrepreneurship and learn about several famous entrepreneurs.
Session 2	Knowing Your Customers Youth conduct market research to better understand their potential customers' tastes and preferences.
Session 3	Production Day Youth make their treats based on what they determine from their market research.
Session 4	Making the Pitch Youth design a poster and develop a sales pitch for their products.
Session 5	Treat Sale Youth host a treat sale to sell their homemade treats to customers (i.e., youth, staff members, caregivers and/or community members) and discuss their experience being an entrepreneur.

*Guiding questions are not specifically asked in the sessions themselves, but are meant to guide your preparation and facilitation. Keep these questions top of mind so you can help youth make connections and capture key takeaways relating to the topic.

Key Terms

Word	Definition
Entrepreneur	A person who starts a business.
Persevere	Not giving up even when things are hard.
Market research	A process of determining what customers would like in a product or service.
Survey	A list of questions used to collect information.
Multiple-choice questions	A type of question in which people are asked to choose between various answer choices.
Persuade	To successfully convince someone to agree, accept or do something.
Problem-solving skills	A set of skills to help a person identify problems, propose solutions and implement them.
Advertisement	A public announcement to promote a product, service or event.

Supplies

Facilitator Needs	1	Projector and speaker
	1	“The Unicorn Who Sold Zero Cupcakes” by Brenda Li
	1	Measuring tape
	25 sheets	Paper
		Ingredients for one peanut butter and jelly sandwich
	Multiple	Tickets for purchasing treats
	1	Box or envelope to hold the tickets/coins
Each Group Needs	1	Paper bag
	1-2	Marshmallows
	20 pieces	Uncooked spaghetti
	1 yard	String
	1 roll	Masking tape
	1 box	Pencils
	Multiple	Pretzel rods

Supplies (contd.)

Each Group Needs	Multiple	Melting chocolate
	Multiple	Sprinkles (optional)
	Multiple	Chocolate hazelnut spread or peanut butter
	Multiple	Strawberries
	Multiple	Tortillas
	Multiple	Bananas
	Multiple	Yogurt (vanilla or strawberry recommended)
	Multiple	Cereal (thin flaky cereal is best)
	Multiple	Popsicle sticks
	Multiple	Paper or plastic plates
	Multiple	Large marshmallows
	Multiple	Spoons
	1	Kid-safe knife
	1	Cookie sheet
	1	Microwave-safe bowl
	1 roll	Parchment paper
		Snacks (optional)
	Multiple	Ziploc bags or tissue paper and ribbon to wrap the products
1	Tablecloth (optional)	
Each Participant Needs	1-2 pairs	Disposable food prep gloves
	Multiple	Drawing supplies (e.g., markers, crayons, colored pencils)
	1	Writing utensils
	1	Poster paper
		Miscellaneous objects for youth to sell (e.g., ice cream tasting spoon, piece of ribbon, empty jar, mismatched socks)

Extension Activities

- Invite entrepreneurs from the community as guest speakers to share their stories with youth.
- Have youth make a variety of products to sell at one large fair held at the end of the summer.
- Watch episodes of “Shark Tank” featuring kids pitching their products.
- Help youth learn about famous entrepreneurs, both adults and kids.
 - List of famous entrepreneurs: inc.com/larry-kim/11-most-famous-entrepreneurs-of-all-time-and-what-made-them-wildly-rich.html
 - List of famous kid entrepreneurs: inc.com/bill-murphy-jr/7-amazing-kid-entrepreneurs-who-will-make-you-think-man-what-was-i-doing-at-thei.html
- Read children’s books about entrepreneurship. (List of recommended books: forbes.com/sites/stephanieburns/2020/12/12/the-best-childrens-books-about-entrepreneurship-for-kids/?sh=36131c45216f)

Career Connections

- In this module, youth learn about famous entrepreneurs. They also discuss what it means to be an entrepreneur and practice some of the skills needed to be successful in this career.
- Plan a career fair and invite individuals from the community to share about their jobs.

MyFuture

If your Club or Youth Center wants to connect the sessions with activities on MyFuture, we recommend:

- **Design a Poster:** Youth design a poster for an upcoming event.
- **Graphic Design:** Youth use an online graphic design program to create a logo.

Family and Caregiver Engagement

On-site:

- Invite families to come to the treat sale and purchase treats.
- Invite caregivers who have their own businesses to visit and share about their experiences.

At home:

Print copies of the [VentureLab Entrepreneurial Mindsets Workbook](http://info.venturelab.org/workbook) (info.venturelab.org/workbook) for caregivers to go through with their youth at home.

Notes to Facilitator

This module includes opportunities for youth to make various foods. Check into any food allergies beforehand and adjust activities accordingly.

Only Session 3 is dedicated to food prep. Consider allowing additional time for that session so youth can participate in the full food prep experience.

In the Summer Brain Gain Entrepreneurship module for Upper Elementary youth (ages 9-11), youth prepare for a craft fair in which they sell handmade products. This Early Elementary culminating event treat sale could be combined into one large fair. Middle and high school youth could support the planning process, provide entertainment and/or manage the overall event.