

About This Module

Overview	In this Upper 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 it to customers.
Guiding Questions*	<ul style="list-style-type: none"> • What is an entrepreneur? • How does market research help your business? • How can you turn your skills and interests into a business?
Culminating Activity	Youth will host a craft fair to sell handmade crafts.
Session 1	What Is Entrepreneurship? Youth explore the concept of entrepreneurship and learn about several famous entrepreneurs.
Session 2	Know Your Customers Youth brainstorm products they want to sell at the craft fair and conduct market research to understand what their customers want.
Session 3	Develop Your Product Youth manufacture their craft product based on the findings from their market research.
Session 4	Make the Pitch Youth design a billboard poster and develop a sales pitch for their product.
Session 5	Craft Fair Youth host a craft fair to sell their handmade products to customers 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.
Market research	A process of determining what customers would like in a product or service.
Multiple-choice questions	A type of question in which people are asked to choose between various answer choices.
Assembly line	A way of producing something that breaks its production into small steps.
Empathize	Understand someone's feelings or experiences.
Persuade	To successfully convince someone to agree, accept or do something.
Billboard	A large outdoor board for advertisements that promotes a product.

Supplies

Facilitator Needs	1	Projector and speaker
	1	Whiteboard or flipchart paper and marker
	Multiple	Tickets or coins for purchasing products
	1	Box or envelope to hold the tickets/coins
		Refreshments (optional)
Each Group Needs	2	Envelopes
		Tape
		Miscellaneous arts and crafts supplies (see Session 2 for suggestions)
		Food for snack mix (see Session 3 for suggestions)
	4	Bowls
	4	Measuring cups
	10	Small bags for snack mix
		Permanent marker for labeling
	Multiple	Bags or tissue paper and ribbon
1	Tablecloth (optional)	

Supplies (contd.)

Each Group Needs	1	Poster paper
Each Participant Needs	1 pair	Disposable food prep gloves
	Multiple	Drawing supplies (e.g., markers, crayons, colored pencils)
		Writing utensils

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 craft fair held at the end of the summer.
- Host a pitch challenge where youth first pitch their product ideas.
- 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.
- **Summer Brain Gain: Upcycled Fashion:** Youth upcycle a T-shirt.

Family and Caregiver Engagement

On-site:

- Invite families to the craft fair to purchase handmade crafts.
- 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 their products to sell, so staff may want to consider allowing additional time for youth to make more of their product and/or make more complex products such as candles, pop sockets, key chains, etc.

At the end of the week, youth will sell their crafts at a craft fair. You may want to ask older youth to plan the fair. They could design flyers, make refreshments, put together a music playlist, offer entertainment, etc.

For simplicity's sake, all products are sold at the craft fair for one ticket/coin, but you could add a focus on financial literacy by giving each group a certain amount of "money" at the beginning of the week to use to purchase materials for their craft. They could then calculate how much each craft is worth and assign their own price.