

KIDPRENEUR CHALLENGE PROGRAM OVERVIEW AND RESOURCES

	Module	Time	Outcomes	Keywords	Teaching Resources
INTRODUCTION	Kickstarting your Kidpreneur Journey and Introduction to Design Thinking	60 min	Students will: <ul style="list-style-type: none"> Be inspired and ignite the entrepreneur spirit Be inspired with real entrepreneur stories Be introduced to key entrepreneurship concepts – business, entrepreneur, products, Kidpreneur Be introduced to the Design Thinking process; Empathise, Define, Ideation, Prototype and Test Be introduced to the Challenge set and keep track of their ideas 	Entrepreneur, Products, Services, Kidpreneur; Design Thinking; Ideation	<ul style="list-style-type: none"> Video Worksheets – Kidpreneur Challenge Idea Generation Brief; Idea Generation Kidpreneur Challenge Display Board Post-it notes Prepared headings of different types of businesses: Retail, Manufacturing, online etc (see Tips and Supplementary Educator Resources) Prepared headings and definition of the Design Thinking process
ONE	Design Thinking Part 1: Innovation and Ideation	90 min	Students will: <ul style="list-style-type: none"> Discuss Innovation and Ideation Reflect on their ideas since the introductory module Share their independent ideas and collaborate with a group to select the best 3 or 4 ideas Determine their business solution to the challenge as a group 	Idea Generation; Ideation, Innovation; Design Thinking; Product; Service	<ul style="list-style-type: none"> Video Worksheets – Idea Generator from the introduction module; Design a Product or Service; Market Research; Draw your Product or Service
TWO	Design Thinking Part 2: Product Design and Prototyping	90 - 120 min (over a couple of sessions)	Students will: <ul style="list-style-type: none"> Learn the importance of market research to meet the wants and needs of the target market Understand good design principles to produce high quality products Develop and understanding of sustainable design and production Decide the best product design to use for the products Understand what a prototype is Apply knowledge and understanding to their products to develop a prototype and plan for packaging 	Product; Prototype; Market Research; Packaging	<ul style="list-style-type: none"> Video A range of product packaging or show a range of online packaging ideas Raw materials to make their prototype or look at some examples online Worksheets: Market Research – Prototype; Packaging Concepts; Our Product packaging Internet research on: Recycle and Re-purpose; Products that solve problems
THREE	Business Model and Business Set Up	90 min	Students will: <ul style="list-style-type: none"> Identify the purpose for starting a business Discuss business models Discuss the importance of a Partnership agreement for group work 	Business Model	<ul style="list-style-type: none"> Video Worksheets: Business Team strengths; Partnerships Agreement; What are we going to do/make; Loan Certificate; Business Name, Certificate of Registration; Business Name Survey


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			<ul style="list-style-type: none"> Complete a Partnership agreement Define what the good or service is Determine if the business is to sell a good or service Understand the value of a good business name Name their business Test their business name 		
FOUR	Business Mission, Vision and Sales Goals	60 min + PITCHING TO INVESTORS	<p>Students will:</p> <ul style="list-style-type: none"> Understand the importance of setting goals Define goals in terms of long term (mission statements) and short term (sales goals) Write a mission statement and sales goals Determine how the profits will be used to support a charity or cause <p>Deliver a Mini-Pitch to Investors</p> <ul style="list-style-type: none"> Practice publicly presenting their product prototype Secure funding for their business Get some feedback 	Mission Statement; Sales Goals	<ul style="list-style-type: none"> Paper and pencils Worksheets: The Goal Game; Our Mission Statement; Our Sales Goal; and Charity or Cause of Choice; Pitching Outline
FIVE	Customers and Users	90 min	<p>Students will:</p> <ul style="list-style-type: none"> Become familiar the terms "target market" and "market research" Define their target market and refine what their customers want through market research Research and test their target market/customers using market research techniques 	Target Market; Customer; User; Customer Profile; Market Research	<ul style="list-style-type: none"> Video Worksheets: Target Market Identification; Our Target Market; Target Market Research; Product Planning and Design
SIX	Logo and Brand Identification	60+ min	<p>Students will:</p> <ul style="list-style-type: none"> Determine why logos are important for identifying a business and brand Identify common logos found in their daily life Identify key features of effective logo design Develop design ideas around creating a logo Design their business logo Produce a 'master copy' logo design to apply to merchandise 	Logo; Brand Identity	<ul style="list-style-type: none"> Video Online activity for Logo identification - download material as required Worksheets: Logo Identification; Memorable Logos; Design your Business Logo; Business card template

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SEVEN	Production and Operations	60 – 90 min	Students will: <ul style="list-style-type: none"> Discuss the benefits of a production line and the process of streamlining the production of goods Practice and refine production line following instructions Create a production line for a mock business Apply knowledge to creating an inventory and production line for their business 	Inventory; Production Line	<ul style="list-style-type: none"> Video Post it notes Pre-prepared widget using coloured paper (see Educator notes) Items for Production line competition: 1x scissors per team; 1x stapler per team; 20x A4 sheets of paper (choose one colour); 5x A4 sheets of paper (choose a different colour) Worksheets: T-Shirt Production line; and Product Production Line Inventory.
EIGHT	Financials: Profit and Loss	60 + min	Students will: <ul style="list-style-type: none"> Develop an understanding of financial terms: Revenue, Costs, Profit, Balance Sheet and Profit and Loss Solve problems involving business profit and loss and revenue Apply knowledge to price products to make a profit Develop an understanding of a business loan Create a simple financial plan for their business Develop and understanding of the importance of supporting a charity or cause 	Revenue; Costs; Profit; Loss	<ul style="list-style-type: none"> Chart displaying words and their definition - Revenue, Costs, Profit and Loss. Sweet Spot display. (printed on A3 paper) Prepared labels for "The Cake Game" Worksheets: Profit and Loss Calculator; Our Business Revenue and Profit; Loan Certificate (from earlier modules) Post-it notes
NINE	Marketing: Attracting Customers and Users	180 + min	Students will: <ul style="list-style-type: none"> Develop an understanding of the 4 P's of marketing - Product, Price, Place and Promotion Identify the features and benefits of a given product Apply knowledge of features and benefits to their business and product Generate marketing messages for their product Develop communication techniques to promote their product Develop and design merchandising materials to represent their business and product Identify appropriate PLACE to sell a given product Apply knowledge to develop a marketing plan Develop an understanding of good customer service 	Marketing; Merchandising; Product; Price; Place; Promotion; Features; Benefits	<ul style="list-style-type: none"> Video Prepared whiteboard: Feature and Benefit (Feature and Benefit Game) Post-it notes (different colours for each team of 3 - 5 students) 3 types of products (e.g. cards, jewellery, soap, stress balls) Worksheets: Product Features and Benefits; Marketing message/Sales Pitch; Merchandising; Place and Promotion; Marketing plan; Customer Service Ideas; Practice Giving Change Market Race Game labels: Names of 10-12 common business products Fake money CK Dollars Flyer and Poster Template

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			<ul style="list-style-type: none"> • Apply good customer service to a mock market/showcase day • Practise money handling and giving change from various denominations of CK Money 		
TEN	Business Launch and Market/Showcase Day	various	<p>Students will:</p> <ul style="list-style-type: none"> • Officially launch the business! • Apply new skills in a 'real life' environment with known and unknown customers • Experience customer service and money exchange in a real-life environment • Demonstrate 'agility' in changing things to better meet the needs of their customer 	<p>Selling; Customer Service; Financial Transactions</p>	<ul style="list-style-type: none"> • Video • Worksheets: Business Launch Certificate; Inventory and Sales Ledger Sheet, Customer Feedback form (6 per team) with pencil and clipboard. • Balloons or kites to metaphorically launch the business.
REFLECTION AND KIDPRENEUR CHALLENGE PITCH		60 min (+ additional time to film and edit competition pitch video)	<p>All Kidpreneurs who have been through the program are encouraged to create a pitch video to enter the Kidpreneur Challenge competition and win great prizes for themselves and their schools.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Reflect on successes and improvements • Discuss teamwork and the strengths and challenges • Discuss 'pivoting' from their market/showcase day and product development • Classify pivoting actions into Product, Price, Place and Promotion • Reflect on the overall program. <p>Prepare for entering the Pitch Competition</p> <ul style="list-style-type: none"> • View past Kidpreneur entries and discuss options for delivering their pitch video • Develop a script to deliver key messages about their business journey • Develop a pitch video of no more than 90 seconds 		<ul style="list-style-type: none"> • Video • Market/showcase day Reflection Form online or Download Conclusion Worksheet • Worksheet – Pivoting Plan <p>(Optional)</p> <ul style="list-style-type: none"> • iPhone / Android phone with video capability • Video editor • PowerPoint • Giphy.com