

Module 1

WHAT IS OUR BUSINESS MODEL?



Watch Module 1 Video at:
www.clubkidpreneur.com/resource-centre/

Keywords:

PRODUCT
KIDPRENEUR
PARTNERSHIP
ENTREPRENEUR
BUSINESS

LET'S TALK ABOUT BUSINESS...

A business is an organisation that sells a product in exchange for money to meet the needs of a group of people.

Can you name three businesses in your community and the products they sell?

1. _____
2. _____
3. _____

NOW LET'S TALK ABOUT ENTREPRENEURS...

An entrepreneur is someone who starts their own business.

Can you name some well-known entrepreneurs and the business they started?

SO WHAT DO YOU THINK A KIDPRENEUR IS?



BUSINESS OWNERSHIP

Entrepreneurs will often start a business together with another person. This is called a:

BUSINESS PARTNERSHIP



A business partnership is where you share the workload and your profits with someone else.

Partnerships are awesome because:

- ✓ You can share the workload
- ✓ You can make double the amount of products
- ✓ You each bring different skills

Partnerships can be challenging because:

- ✓ You need to make joint decisions
- ✓ You need to share profits
- ✓ There might not be enough customers for twice the amount of products



CK BUSINESS KIT ACTIVITY



Inside your CK Business Kit is a Business Registration Certificate. This official document is filled out in three parts (module 1, 3 & 8). The first part is a 'PARTNERSHIP AGREEMENT'. This is where you formally agree to work with 2 business partners to share the workload and the profits.

Each owner should write their names in one of the 3 spaces provided. Don't fill anything else out yet and keep your certificate somewhere safe.

WHY DOES AN ENTREPRENEUR START A BUSINESS?

- ✓ **To meet a need or solve a problem**
E.g. Start a dog walking business for people who don't have time to exercise their dogs.
- ✓ **To turn a passion into a product**
E.g. A person who loves baking could start a cupcake business.
- ✓ **To fill a 'gap in the market'**
E.g. No one yet sells vegetables that tastes like chocolate, so create this product for kids.
- ✓ **To turn a passion into a product**
E.g. A person who loves baking could start a cupcake business.
- ✓ **To provide employment**
E.g. Start a hair dressing business to train and employ people in your local area who find it hard to get jobs.
- ✓ **Just for fun starting a business**
E.g. It's a fun challenge trying to grow a business and sell it to someone so you can start again with a whole new idea.

SO WHY DOES YOUR BUSINESS EXIST? (TICK THE MAIN REASON)

- ☐ To meet a need or solve a problem in your community.

Describe the problem:

- ☐ Turn a passion into a product.

Describe your passion:

- ☐ To provide a product that doesn't exist.

Describe the new product:

- ☐ To make an existing product in a new or different way.

Describe the type of product:

- ☒ And in the CK Challenge all businesses will fund a cause!

We'll talk more about this in Module 2...



PRODUCT

A product is the thing that a business sells in exchange for money.

A product is either a GOOD or SERVICE.

- ✓ A GOOD is a physical item the customer can touch.
E.g. Food, clothing, toys etc.
- ✓ A SERVICE is an action done for customers (e.g. face painting) or something they can do themselves (e.g. a dart competition).



CAN YOU TELL WHETHER THE FOLLOWING PRODUCTS ARE GOODS OR SERVICES?

	Good	Service
Skateboard	✓	
Builder		
Hairdresser		
Pest Controller		
Party Clown		
Mobile Phone App		

SO WHAT IS YOUR BUSINESS PRODUCT?

LET'S GO THROUGH THE STEPS TO DECIDE WHAT YOUR PRODUCT IS

Step 1:

Will your product be a Good or Service?
(tick one)

☐ GOOD

Check out the product ideas at www.cleverpatch.com.au/ideas/ for goods you could make using your \$40 CleverPatch gift card.

☐ SERVICE

Browse the items available from www.cleverpatch.com.au to see how you could use your \$40 CleverPatch gift card to purchase items to help deliver a service (e.g. face paint).



Or you might want to save your Cleverpatch voucher to get stuff to decorate your market stall instead!

Step 2:

What type of business will yours be?
(It could be more than one, tick all that apply)

☐ Retail

Selling something to the final customer who will use it

☐ Wholesale

Selling something to another business who then sells it to the final customer

☐ Manufacturing

Selling something you made yourself

☐ Service

Selling a service

☐ Social Enterprise

A business that impacts a worthy cause

☐ Online

Selling products on the internet

☐ Recycling

Selling recycled products or products made from recycled materials

☐ Agricultural

Selling a product that is grown by the business



Step 3:

Draw or describe the product your business will sell below.

Harvey's
Tip

"The best business products always solve a problem or meet a need for a group of customers. What problem does yours solve?"

