



FUTURE-PROOFING THE NEXT GENERATION THROUGH ENTREPRENEURSHIP EDUCATION

Dear Parents,

Re: Kidpreneur Challenge Program

Your child has been selected to participate in the Kidpreneur Challenge program at school this year. The Kidpreneur Challenge is an entrepreneurship education program, specifically designed for upper primary school children, that actively engages students through experiential in the real world of business and teaches them how to start their own micro-business.

Your class teacher will deliver the Kidpreneur Challenge program:

☐ During class time

☐ Before School

☐ After school

☐ Other time / Location _____

The Program will commence: _____ / _____ / _____

The cost of the program for your child is: _____

The program prepares students for their future world of work building cognitive and non-cognitive skills such as critical and creative thinking, commercial acumen, financial literacy, digital and technology, being comfortable with risk and failure, communication, and collaboration. Providing a real-life entrepreneur experience immerses students in their learning where they are in control, become deeply engaged and build self-confidence and motivation towards their future.

To date the Kidpreneur Challenge has empowered more than 14,000 children in 700 schools nationally to build their first micro-business and raise more than \$600,000 for social causes.

The 10-module program run across a term. It is mapped to multiple areas of the National Curriculum and NSW Syllabus. Students will work in small teams of 2, 3 or 4 to build a micro-business and sell their products or exhibit their businesses at a market or showcase day. They will learn skills including:

- Design-thinking
- Develop innovative business concepts
- Design their logo and brand identity
- Build a prototype and test it for customer feedback
- Produce products to sell at a market day
- Advertise and promote their market day stall to the school community
- Sell to real-life customers



From the revenue they make at the market day they first pay back their start-up cost to learn the importance of loan repayment and will donate up to 50% of their profits to a social cause of their choosing (including their school) to learn how business can be used for social good.

Helping to Foster Entrepreneurship at Home

You can help foster an entrepreneurial mindset in your Kidpreneurs by encouraging them on their business journey. One of the key tasks is sourcing the raw materials to build their business. Instead of being provided a hand-out, students are given a hand-up to think innovatively about their product and how they can source materials. From up-cycling around the home, to fundraising amongst family and friends or seeking sponsorship from local businesses, there are a number of ways we will explore in class and we encourage you to continue these conversations at home.

(Optional) Online Experience

This year for the first time the Kidpreneur Challenge program provider is offering our students the option of joining their online community of Kidpreneurs at www.theentropolis.com.

Important: The online platform is designed to be a valuable teaching and learning tool providing realistic immersion into the real-world of entrepreneurship for teachers and students. However, participation is optional at the discretion of the parents / guardians and will not impact your child's outcomes from the program.

Your Child's Online Safety and Security is of Utmost Importance to Us.

- ★ TheEntropolis.com dashboard is the students own safe and secure online environment where they can learn more about entrepreneurship and get advice from qualified mentors to help them develop the skills and confidence to build an awesome business and / or future career in the real-world.
- ★ Once their account has been verified and with parental consent, the teacher will register their students for their online dashboard and send each parent the login details for their child.
- ★ Only teachers who have been verified through the Kidpreneur Challenge registration process can add their students to theentropolis.com. Kidpreneurs are not able to register themselves directly through the website. Parents cannot register their children directly through the website.
- ★ Entropolis do not collect your child's personal information. They keep records of online activity for internal use only to run the apps inside Entropolis and ensure they can properly monitor activity for safety and security purposes.
- ★ The teacher will be able to view your child's entrepreneurial progress via their own dashboard but will not be able to interact directly with the students online.
- ★ The only 'adult' interaction that the Kidpreneurs are able to have online is via the ASK AN ADULT app. This allows the child to ask Entropolis HQ a direct question about their business or entrepreneurship in general and we will respond directly. The question and response will appear on the child's teacher's dashboard Kidpreneur Activity Feed. The teacher will be notified immediately if there are any breaches of our security protocols.
- ★ Students are identified online only with their 'avatar' name and are not able to provide any personal details on their profile. The login and passwords are controlled via the teacher's account and cannot be updated by the students.
- ★ The Kidpreneurs will have access to the private online Kidpreneur City where their 'avatar' can access a world of entrepreneurship knowledge, make connections with other Kidpreneurs and learn from the qualified and curated hindsight of some of the world's best entrepreneurs and teachers.
- ★ Kidpreneurs can only network and communicate directly with other Kidpreneurs. All online interactions are monitored 24/7 to ensure your child's safety and security.
- ★ The chat feature is text only with no facility for video, voice, file sharing or collaboration. Keyword monitoring is running at all times and if breaches are detected the child's account will be blocked and the teacher alerted immediately.



- ★ All communications from Entropolis regarding the Kidpreneur City accounts are strictly with the verified Teachers / Parents / Guardians / Carers who have registered the Kidpreneurs.

If you are concerned about your child's safety and security online, please let your teacher know or contact info@Kidpreneurchallenge.com directly for more information.

Market / Enterprise Showcase Day - Save the Date

The key program activation is Market or Enterprise Showcase Day where students will sell or exhibit their products to real customers (i.e. the school community). We welcome you to participate as a customer and to bring family and friends along. It is a great experience for the students full of excitement, energy and powerful real-life learning. We will send out more detail regarding the day throughout the program.

OUR MARKET DAY WILL BE HELD AT

On

____ / ____ / ____

Calling all Parent Volunteers

There are many entrepreneurs and business leaders amongst our parent community. If you are interested in becoming involved in the program, either as a mentor, guest speaker or volunteer on market day, we welcome your participation.

Please email the school or info@Kidpreneurchallenge.com to register your interest.

I look forward to inspiring, educating and empowering our entrepreneurs of the future over the coming weeks and thank you for being our support crew as we embark on this entrepreneurial adventure together.

Regards,

Your Kidpreneur Challenge Classroom Teacher