



2016 TEACHER HANDBOOK



POWERED BY
**Club
Kidpreneur**



Welcome to the Club!



MESSAGE FROM OUR FOUNDER AND PATRON

There are many kids around the world who have the passion and determination to become successful entrepreneurs; I was one of them myself. Many of these kids already own micro- businesses, organise garage sales, wash cars for cash and sell products they have made.

Imagine what these kids would be able to achieve in the future given the right support, education and encouragement.

Being a kidpreneur myself had a huge impact on me and gave me the confidence to be a successful entrepreneur later in life. It is now my goal to help the next generation develop the unique interpersonal skills, critical thinking and financial literacy it takes to become more entrepreneurial and socially conscious.

In 2014 we took the feedback of hundreds of teachers who delivered the program and have developed the best product to date with great value for each kid, and we have still managed to keep the program self-funding for schools. The Foundation has now reached 10,000 kids who have donated a combined \$400,000 to charity.

Thanks to our continued support from our wonderful partners including HP Enterprise, Moose Toys, Cleverpatch and Nine Network Brisbane this year and next we plan to reach a massive 10,000 kids through our schools program. We will also be launching a new digital platform and are developing an online gamified version of the program and full Teacher support package which will mean Club Kidpreneur can be truly impactful leaders in the young entrepreneur education ecosystem..

The team and I are deeply grateful for the support of our teachers and entrepreneur mentors and volunteers, without whom it would be impossible to reach our goals each year.

Most of all we wish our amazing Kidpreneurs best of luck in the 2016 Kidpreneur Challenge. We can't wait to see the brilliant enterprises the budding business brains of the future will create over the next 12 weeks.

CREEL PRICE
Founder and Patron
Club Kidpreneur Foundation



WELCOME TO THE





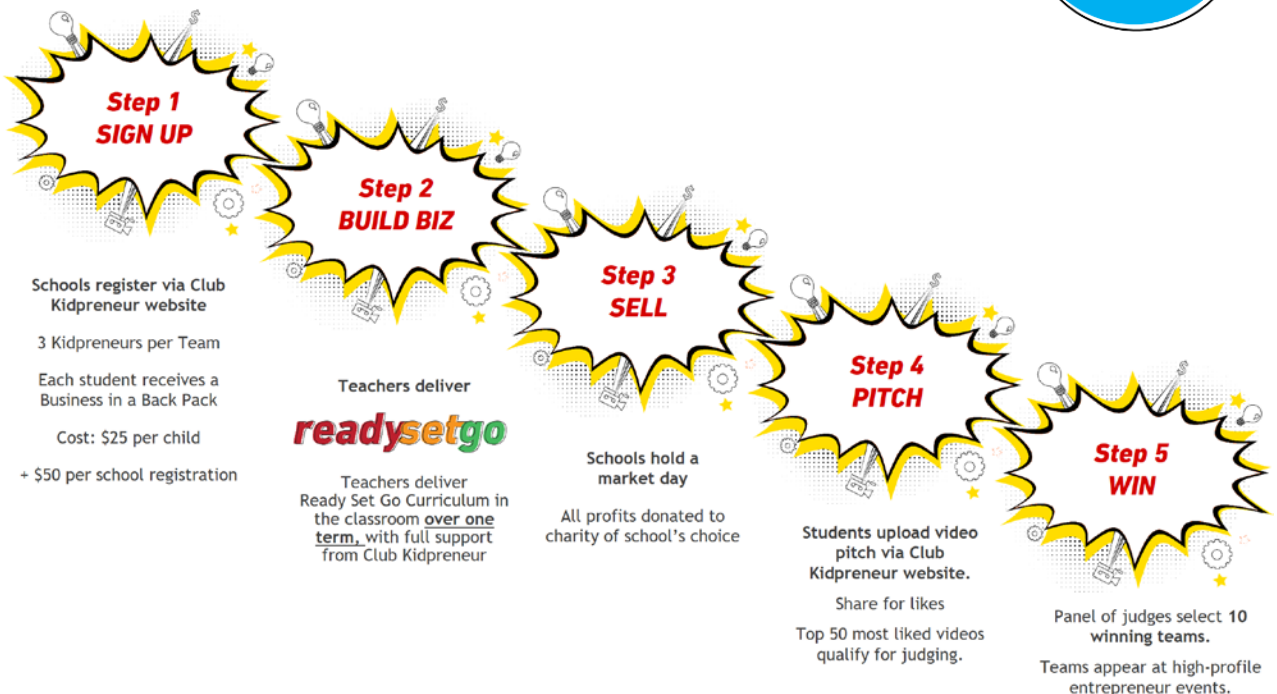
About the Kidpreneur Challenge

ABOUT THE KIDPRENEUR CHALLENGE

The Kidpreneur Challenge is a national competition run in Term 3 for years 4, 5 and 6, showcasing and celebrating the innovation capacity of Australia's young entrepreneurs.



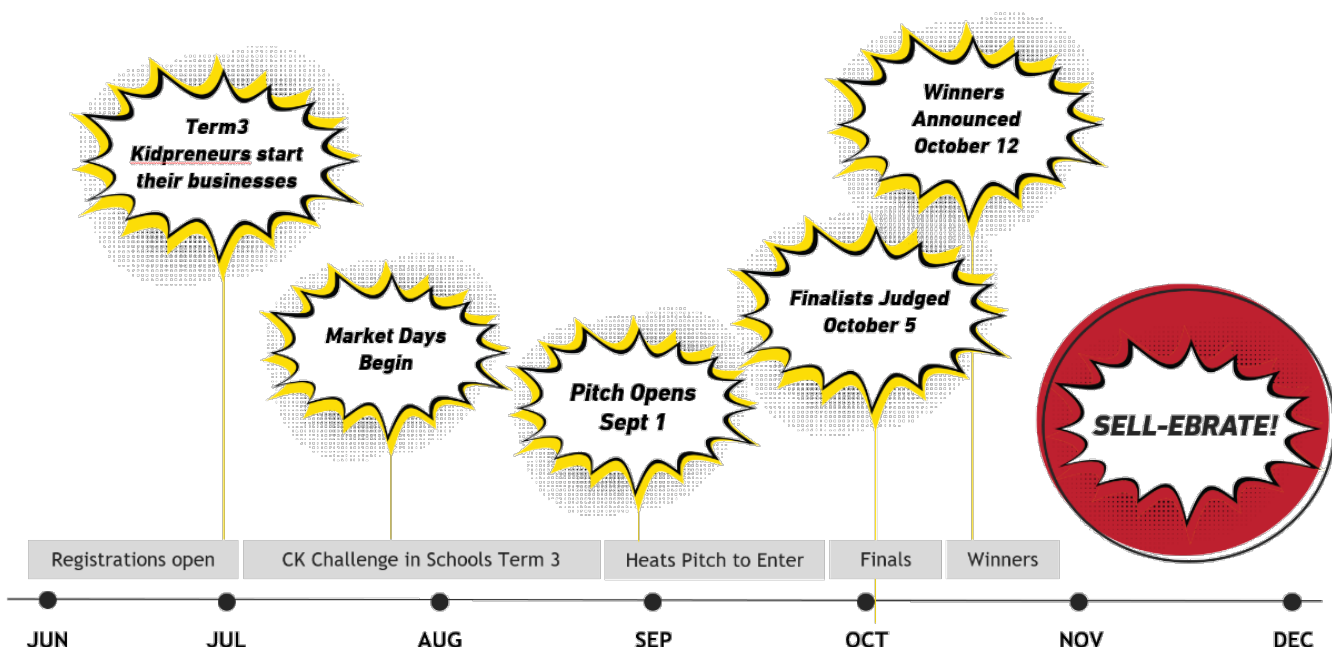
HOW IT WORKS





About the Kidpreneur Challenge

KEY DATES 2016



CURRICULUM SNAPSHOT

- The Ready, Set, Go Curriculum is a 12-step program delivered by teachers
- Mapped to Australian Curriculum outcomes in multiple learning areas & general capabilities, including: Maths, English, Sciences & the Arts
- Builds life skills of resilience, confidence, communication, problem-solving, financial literacy & team work.
- Flexible delivery from intensive mode (5 days) to weekly across a term
- Content covers ideation to commercialisation concluding with a market day (i.e. school fete). Profits are donated to charity of school's choice including P&C.

INTRODUCTION		Kidpreneur
READY Get Inspired	1	Business Goal
	2	Business Model
	3	Business Name
	4	Logo
SET Get Informed	5	Target Market
	6	Prototype & Market Research
	7	Production Line
	8	Revenue and Profit
GO Get Involved	9	Marketing
	10	Merchandising
	11	Customer Service
	12	Pivoting
WRAP UP		Socialpreneur



ABOUT THE CURRICULUM



The Ready Set Go curriculum is the core business program at the centre of Club Kidpreneur's initiatives.

Ready Set Go is a 12-module program taking kidpreneurs through the steps for starting a real world business. The curriculum content, format and activities have been developed through collaboration between entrepreneurs, educators and childcare workers. This is to ensure we present the best balance between making business fun for kids while delivering key primary education learning objectives and imparting real-life business lessons.

The Ready-Set-Go program material as an integrated real-world focus, adapts to multiple learning styles and ties into numerous curriculum key learning areas (KLA's). It is designed to be interactive and fun to allow kids to be engaged and play while learning.

The program requires no previous business knowledge to teach and can be incorporated into the curriculum inside or outside the classroom.

THE PROGRAM

Get Ready...

1. Choose a product that solves a problem or meets a need
2. Create a Mission Statement and Business Goal
3. Name your business,
4. Design a logo

Get Set...

5. Choose your target market
6. Conduct market research for product design
7. Use a production line
8. Set pricing strategies

Go...

9. Marketing strategies and sales channels
10. Merchandising and promotion
11. Communicating with customers
12. Testing and experimenting with resilience

READY SET GO AND THE NATIONAL CURRICULUM

The Australian Curriculum is designed to develop successful learners, confident and creative individuals, and active and informed citizens. The Club Kidpreneur Ready-Set-Go curriculum provides a purposeful applied learning experience for students, which is directly aligned to this key goal of the Australian curriculum.

The Ready-Set-Go curriculum directly addresses many of the requirements of the Australian Curriculum 8.2 for Years 4, 5 and 6. The program has strong specific curriculum links to achievement standards in the following learning areas:

- English
- Mathematics
- Science
- Technologies
- Humanities and Social Sciences (Civics and Citizenship & Economics and Business)
- The Arts

The Ready-Set-Go curriculum encompasses the General Capabilities:

- Literacy
- Numeracy
- Information and Communication Technology Capability
- Critical and Creative Thinking
- Personal and Social Capability
- Ethical Understanding
- Intercultural Understanding

The Cross Curriculum Priority of 'Sustainability' features strongly in the Ready-Set-Go curriculum. Students are introduced to a new way of interpreting and engaging with the world through entrepreneurship and social enterprise. Club Kidpreneur seeks to open students' eyes to the possibility of entrepreneurship as a career path, contributing to the sustainability of economies and wider global systems. Entrepreneurship and new businesses generate economic growth, create employment opportunities, and more. In promoting the opportunities for social impact through social entrepreneurship, students learn of their ability to create a more ecologically and socially just world using the power of business.

The Australian Curriculum is designed to meet the educational goals of the Melbourne Declaration (2008). The Ready-Set-Go program provides a learning experience that addresses many of the ideals of the Melbourne Declaration. In particular it enables learners to play an active role in their own learning. They are engaged in being creative, innovative and resourceful, and are able to solve problems in ways that draw upon a range of learning areas and disciplines. They plan activities independently, collaborate, work in teams and communicate ideas. Learners are motivated and develop confidence. They are enterprising, show initiative and use their creative abilities. They act with moral and ethical integrity and are active, informed and responsible citizens working for the common good.

Source: Australian Curriculum

<http://www.australiancurriculum.edu.au/crosscurriculumpriorities/overview/introduction>



Business Kits

ABOUT CK BUSINESS KITS



To make building a business easy, Club Kidpreneur, with the help of generous sponsors provides a CK Business Kit to every Kidpreneur Business Team (three students). The CK Business Kit is a dynamic learning resource which teaches students through practical learning. Students use their CK Business Kit to work through the Ready-*Set*-Go program facilitated by an adult mentor.

Each CK Business Kit is designed for a group of 3 to have all the materials required to start a real-world business together, complete with products to sell. All kit items are designed to reinforce the key learning outcomes of each Ready Set Go program module.

Each Kit includes two types of resources, individual resources and group resources.

Individual Resources

Business in a Backpacks	X3	To contain Business Kit Resources
Goal Badge	X3	Module 2: Business Goal
Flat cap + Transfer Paper	X3	Module 4: Logos
Business Cards (sets of 20)	X3	Module 5: Target Market
Money Pouch	X3	Module 11: Customer Service
Kidpreneur Watch	X3	Module 7: Production Lines
Graduation Certificate	X3	Program Completion
"Curtis the Kidpreneur" Novel	X3	Supplementary Resource with accompanying literacy pack.

Group Resources

Cleverpatch Voucher \$40	X1	Module 6: Product Design
Business Registration Agreement	X1	Module1: Business Partnerships Module3: Business Name Module8: Revenue & Profit
Flyer template for market day	X1	Module 9: Marketing
Bunting for market day	X1	Module10: Merchandising
Kite for launch day	X1	Module 12: Business Launch



RSG Methods of Delivery

READY-SET-GO CURRICULUM METHODS OF DELIVERY

The Ready Set Go curriculum is designed to be delivered by an adult teacher / mentor, guiding kidpreneurs through the 12-step process of setting up a real-world business. The program is designed with flexibility to be adapted to any context.

NOTE: The Kidpreneur Challenge is run exclusively in schools

Below are some common options for the program's context, mentors and format.

CONTEXT	SUGGESTED MENTORS	SUGGESTED FORMATS
In Schools	<ul style="list-style-type: none"> Classroom teachers Support staff e.g. counselor, chaplain, librarian Parent Entrepreneur from within the school community 	<ul style="list-style-type: none"> In-class unit of work across your choice of duration Intensively over one school week Lunch time or after school activity e.g. school leaders, enrichment group, social action group etc. Extension activity
Out of School Hours Care (OSHC)	<ul style="list-style-type: none"> Child care worker Volunteer entrepreneur Parent 	<ul style="list-style-type: none"> Weekly across a school term for 2 hours per week In school holidays as a 5-day Intensive
Community Groups	<ul style="list-style-type: none"> Adult group member Parent Volunteer entrepreneur 	<ul style="list-style-type: none"> Run over 18-24 hours over your choice of duration
Privately	Parent	<ul style="list-style-type: none"> Run over 18-24 hours over your choice of duration

How you run the program is for you to design to suit the needs of your Kidpreneurs.





RSG Hours of Engagement

READY-SET-GO HOURS OF ENGAGEMENT

The Ready Set Go curriculum is split into 12 modules along with a brief introduction and conclusion session. Each module can be completed in 45 min up to 120 min depending on the level of engagement you choose.

The entire curriculum can be completed in 10-32 hours allowing the flexibility to be run in-class, at lunch time, after school or at home.

The contents of this Handbook enable you to choose how to deliver the Ready-Set-Go program as your students build their business using a CK Business Kit.

Additional to this is the time spent hand making products and selling at market day. You will need to allow for this in your program structure.

Light Program

The lightest level of engagement (approx. 0.75hrs per module) would include the following components:

1. **Video:** Watch the short introductory video for each module found in the Online Resource Centre.
2. **Module Worksheet:** Complete the theory activity and applied activity on the module's worksheet.
3. **Ck Business Kit Activity:** Complete the CK Business Kit Activity to practically build the business using one of the items contained in the CK Business Kit.
4. **Reflection:** Briefly reflect on the business goal (module 2) to ensure the decisions made in the current module will help to achieve it.

Detailed Program

A more in depth engagement with each module (1.5 - 2.5 hrs per module) might be:

1. **Recap:** Recap the previous module's keywords
2. **Module Content:** Watch the short introductory video for each module found in the Online Resource Centre; and discuss the core content in more depth using the teaching notes in his Handbook.
3. **Theory Activity:** Run a group interactive theory activity to reinforce module content
4. **Module Worksheet:** Use the Module Worksheet to complete:
 - a. The written activity to reinforce the module theory
 - b. An applied activity linking the module's theory to the Kidpreneurs' own business

Detailed Program continued

5. **Business Kit Activity:** Complete the CK Business Kit Activity to practically build the business using one of the items contained in the CK Business Kit.
6. **Reflection:** Briefly reflect on the business goal (module 2) to ensure the decisions made in the current module will help to achieve it.
7. **Revise:** Revise the key content from the module, keywords and the application to the kidpreneurs' businesses.

TEACHING RESOURCES

The primary resources for delivering the Club Kidpreneur program are on our **Online Resource Centre**:

Once registered, program teachers and mentors will be given a login to the resource centre to access the following:

- **RSG Program Teaching Resources:** Access to resources to be used within the Ready-Set-Go program. These resources include detailed lesson plans, program content, games, activities and teaching notes mapped to the Australian Curriculum for each module of the program.
- **Video Resources:** You will be able to view videos providing an introduction to each of the 12x modules of the Ready-Set-Go business program. These can be incorporated into lessons as a teaching resource. Additional videos will also be made available providing advice and information about various aspects of the CK Challenge.
- **Literacy Pack:** Download the 'Curtis the Kidpreneur Literacy Pack' – an optional resource for teachers wishing to use the Curtis the Kidpreneur: Codename Hawaii novel as a literature study.

PROGRAM SUPPORT

Club Kidpreneur aims to support participating teachers, parents and schools in every way possible. The following resources and support are available to provide comprehensive information and troubleshooting assistance throughout our program.

Online FAQ:

Visit www.clubkidpreneur.com/faq/ for an FAQ page providing answers to common queries about the CK Challenge.

Phone & Email Support:

To receive advice from the Club Kidpreneur team:

Phone: 1300 464 388 (Australia only)

Email: support@clubkidpreneur.com



Market Days and Competition

ABOUT MARKET DAYS

The GO stage is where students take all of their planning and put it into action as their business starts operating, culminating with a market day where kidpreneurs sell their products in a real-life business setting. Kidpreneurs learn about marketing and the 4 Ps, merchandising, customer service, resilience and pivoting.

It is recommended market days enable kidpreneurs to sell where their business' market can be found. These can include to the school community through a fete, fundraising day, P&C initiative (i.e. school disco or Father's Day stalls). Or to the wider public through a local community market or sporting event. Through-out the Kidpreneur Challenge, Club Kidpreneur also offers kidpreneurs opportunities to sell at our partners' venues and events, notification of these opportunities will be advised as they arise.

If students don't sell all their products on the first market day, they can always hold another market to ensure they can pay back their business costs and make a profit. This is a valuable way to encourage students to reflect on their first experience and then try to implement changes (pivot) to improve (module 12).

At Market Day Kidpreneurs learn how to engage with customers and provide a great experience for them through customer service and confidently handling money to give change. Kids often start off feeling very shy, but as soon as they have positive interactions with customers, you'll be amazed at how their confidence grows by the end of the day.

For full instructions please refer to the How to Run a Market Day document available on the Resource Centre.

ABOUT THE KIDPRENEUR CHALLENGE COMPETITION

The Challenge competition is a new addition to the Club Kidpreneur program in 2016.

Building on the annual Kidpreneur Awards, the Kidpreneur Challenge is a national competition for 9-12 years who have completed the Ready, Set, Go program in school by the end of Term 3. The purpose of the Challenge is to connect kidpreneurs across the nation, to showcase their businesses and ideas to a wide audience, and to encourage reflective learning on their journey.

To enter the Kidpreneur Challenge, students create a VIDEO PITCH about their business and why they should win. Working in their teams of three, kidpreneurs prepare a 90 second video that meets criteria typical for how an entrepreneur would pitch an idea to investors.

Submissions are uploaded along with an entry and permission forms via the Club Kidpreneur website and due by 30th September 2016.

Club Kidpreneur reviews the content and confirms all forms, including a parent permission form, are completed and upload the video to the Club Kidpreneur YouTube channel.

Kidpreneurs are notified and encouraged to share the link, as the top 50 videos with the most likes qualify to be judged by a panel of real-life entrepreneurs including Club Kidpreneur Founder Creel Price.

In early Term 4 ten winning teams will be announced and awarded with the title and prizes for the kidpreneurs and the school. Full Terms and Conditions can be viewed on the website.





Tips for Creating a Great Pitch

PREPARING AND DELIVERING A PITCH IS AN ESSENTIAL TOOL FOR ANY BUSINESS AND EVEN MORE SO FOR A START-UP.

Pitching your business idea can help you open the door to opportunity, for example gaining interest from an investor or partner, so it is important to get the person you are talking to interested quickly so they want to keep listening and learning more. It can be likened to riding in an elevator in a hotel, that's why they call it an 'elevator pitch'. The goal of a great elevator pitch is to gain enough interest to be invited to the top floor where you can deliver your full presentation.

Whilst the concept of being able to deliver an elevator pitch for your business is not difficult to understand – actually creating and delivering a believable and interesting elevator pitch takes preparation and practice.

Great pitches are authentic, not contrived; concise, not verbose; memorable, not forgettable; intriguing, not overselling; and compelling, not irrelevant.

Your elevator pitch should be approximately 60 – 90 seconds long and broken down into three levels of engagement that:

- **Level 1** – Captivates your audience to want to know more in just five seconds. This needs to be short, sharp, and shiny. If you do a great job you will get permission to move to Level 2.
- **Level 2** – Educate your audience about your product or company, aim to say this in 10 secs. Remember to compel, not sell – it's still too early in the process to try to close the sale. If the person is still interested you'll move to Level 3.
- **Level 3** – Share something that prompts your audience to want to know more, they may ask to meet for a full presentation or to speak to someone in the business, aim to say this in about 45 seconds. This is where you tell them about your expertise.

When making your pitch for the Kidpreneur Challenge there are four criteria points to address:

1. **Who are you?**
 - Include your first name (only), business name and role
2. **What problem are you solving?**
 - What was your business and what did you sell?
 - Why did you choose that product or service?

1. **How do you know it works?**
 - Tell us about your product design, how did you make it appealing to customers
 - Tell us about your Market Day, what did you experience, what did you learn?
 - What customer feedback did you receive?
2. **Why should you win?**
 - How much money did you make?
 - What challenges did you face, and how did you overcome these?
 - What's the biggest thing you have learnt about running a business?





PITCH COMPETITION JUDGING CRITERIA

HELPFUL TIPS FOR YOUR KIDPRENEUR CHALLENGE PITCH VIDEO

The Club Kidpreneur Foundation exists to encourage entrepreneurial thinking in primary-aged children across Australia to ignite their entrepreneurial spirit and build business acumen, confidence and resilience, so they can choose entrepreneurship as their future career and use business as a force for good.

The Foundation's mission is supported by a set of overarching objectives underpinning each of Club Kidpreneur's programs and activities. The judges will be looking for evidence of the following learning outcomes in the video pitches. Remember to consider the following when making your pitch.

1. PRESENTATION

- a. **Kidpreneurs** – Kidpreneurs appear confident, passionate and come across as business owners in their video.
- b. **Market Stall** – Kidpreneurs present and merchandise their market stall to make it appealing to their target market.
- c. **Quality of Video** – Kidpreneurs have crafted their video content and edited it in a compelling way.

2. BUSINESS IDEA

- a. **Market Need Addressed** – Solving a problem for a specific group of customers in a unique way.
- b. **Creativity** – Demonstrate creativity in how the business solves a problem, designs its product, promotes itself and/or how it is presented to customers.

3. ENTREPRENEURIAL ATTRIBUTES

- a. **Resilience** – Demonstrating persistence, problem solving, pivoting and experimentation to address challenges and learn from success and failure.
- b. **Confidence** – Showing motivation, confidence and initiative.

4. TEAM WORK

- a. **Roles** – Clearly establishing different roles to identify each other's strengths and work effectively as a team.
- b. **Collaboration** – Clearly working well as a team together to work toward a goal and manage different opinions and conflict.

5. KNOWLEDGE OUTCOMES

- a. **Lingo** – Using keywords from the Ready Set Go curriculum and other business terminology.
- b. **Business Acumen** – Demonstrating understanding of core business concepts.

6. RESEARCH & REFLECTION

- a. **Market research** – Business owners are able to reflect on and explain findings from market testing and research.
- b. **Customer experience** – The business has gathered feedback from customers about the business and its product.

See next page for **COMPETITION JUDGING CRITERIA**

THE KIDPRENEUR CHALLENGE 2016

JUDGING CRITERIA

Kidpreneur business teams must address each of the following four questions during their 90 second video. Video Pitches who qualify as finalists will be rated on a scale of 1 to 10 for each of these questions by a panel of judges.

Kidpreneur MUST answer the following questions:

1. WHO ARE YOU?

- Include your first name (only), business name and business role.
- Do the kidpreneurs introduce themselves confidently, clearly and succinctly?

2. WHAT PROBLEM ARE YOU SOLVING?

- What was your business and what did you sell?
- Why did you choose that product or service?
- Did the kidpreneurs clearly identify the problem and the solution their business offered?

3. HOW DO YOU KNOW IT WORKS?

- Tell us about your product design, how did you make it appealing to customers?
- Tell us about your Market Day, what did you experience, what did you learn?
- What customer feedback did you receive?
- What evidence did the kidpreneurs use to 'validate' their business idea?

4. WHY SHOULD YOU WIN?

- How much money did you make?
- What challenges did you face, and how did you overcome these?
- What's the biggest thing you have learnt about running a business?
- Did the kidpreneurs demonstrate they have had a meaningful business building experience and understand the key aspects of being an entrepreneur?





FREQUENTLY ASKED QUESTIONS

How to enter?

Complete Club Kidpreneur Ready, Set, Go program within a school by end of Term 3, 2016

Submit a 90 second pitch video by September 30, 2016 via the entry form on Club Kidpreneur website (note: make sure to name your video with your KBN)

Step 1, Step 2 and Step 3 must all be completed for your entry to be valid.

When does the competition start?

The Competition commences 0900 AEST on 1st September 2016

When does the competition close?

The competition closes at 1700 AEST on 30th September 2016

Who can participate in the competition?

Students aged between 9 and 12; and enrolled in year 4, 5 or 6 in an Australian primary school who are participating in the Club Kidpreneur Ready, Set, Go School Program during 2016 with completion by the end of Term 3.

What is the cost to enter?

There is no cost to enter the Competition; however, schools must have paid the school registration fee of \$50 and \$25 per back pack purchased to complete the Club Kidpreneur Ready, Set, Go curriculum.

How many times can a Business enter?

Entrants in the competition may only enter once.

How are finalists determined?

Pitch Video Heats commences 12noon AEST 2nd September 2016 and continue until 23:59 AEST 30th September 2016 ("Voting Period").

The 50 videos uploaded to Club Kidpreneur's Kidpreneur Challenge YouTube playlist with the most "likes" will qualify for the Finals.

Don't forget to share your video link with your family and friends and ask them to press 'like'.

When will the finalists be announced?

Finalists will be contacted by the Promoter by email by 7th October 2016.

What do the winners win?

School prizes include:

1 x HP Sprout All-in-One Desktop computer plus 3DCapture Stage bundle by HP PPS Australia Pty Ltd, total value \$4,589.

Student prizes include:

Goody bag of Moose Toys products, to the value of \$100 per person

A one-day business experience at IGNITE partner Moose Toys Head Office in Melbourne for winning teams (maximum four per team) and 1 adult supervisor per team. Date to be advised and held during Term 4.

Prize includes ground transfers to and from Moose Toys Head Office; 1 night's accommodation in a shared apartment for students and adult supervisor; meals for 1 night and 1 day (breakfast and lunch).

Winners are responsible for their own travel arrangements to Melbourne and airport transfers.

If our business is a winner will we have to pay for anything in Melbourne?

Winners are responsible for travel expenses associated with getting to Melbourne and to the hotel, additional meals and accommodation from what is included in the prize, other ancillary costs and spending money.

Can I opt for cash instead of my prize?

No, cash will not be awarded in lieu of the prize. In the event that for any reason whatsoever a Winner does not take an element of the prize at the time stipulated by the Promoter then that element of the prize will be forfeited by the Winner.

Can the Promoter use my video for another purpose?

Yes, all entries become the property of the Promoter

Is my privacy and security safe by putting my video on YouTube?

The videos will be made publicly available for viewing and voting. Your security is our utmost priority, that's why it's important to only state first names with no mention of surnames or school. All videos will be placed on Club Kidpreneur's YouTube channel on the 2016 Kidpreneur Challenge Playlist. This will be closely monitored by the Club Kidpreneur team. No negative comments will be tolerated and will be removed.

How will the videos be uploaded to YouTube?

The process is three-fold to ensure the students' safety.

1. The videos will be submitted direct to the Club Kidpreneur through our website.
2. Club Kidpreneur will vet the material and confirm parental consent has been obtained.
3. Club Kidpreneur will then upload to the Club Kidpreneur YouTube channel and provide the students and teacher with the link.

Whilst the video will be viewed publicly, at no time will the students be uploading direct to YouTube. The Club Kidpreneur channel will be monitored throughout the competition and no negative comments will be tolerated and will be removed.

If you have any other questions regarding the Kidpreneur Challenge or Club Kidpreneur Foundation , please contact us directly:

E: info@clubkidpreneur.com

P: 1300 464 388



TERMS AND CONDITIONS

2016 Kidpreneur Challenge Definitions

Business – The entity created using one CK Business Kit with a unique Kidpreneur Business Number (KBN) with three(3) kidpreneur business owners.

Charity – A registered charity with the Australian Charities and Not-For-Profits Commission or in country equivalent for international charities.

CK – Club Kidpreneur Foundation

CK Business Kit – The physical kit of business building resources delivered to the school and used by kidpreneurs in the Kidpreneur Challenge in conjunction with the Ready Set Go curriculum to create a business complete with products to sell.

Competition – The aspects of the Kidpreneur Challenge involving entry, voting and judging of winning businesses. This includes: submitting pitch videos, pitch video heats, judging finals, winners announcements and awarding of prizes.

Donation – The kidpreneur profits given away to either a charity or worthy cause after earning revenue at a market day as part of the Kidpreneur Challenge.

Entry – The act of a participating kidpreneur submitting a Kidpreneur Challenge entry form and pitch video via the Club Kidpreneur website to be eligible to win the Kidpreneur Challenge competition.

Facilitator – The adult responsible for guiding kidpreneurs through the Kidpreneur Challenge process by ordering CK Business Kits, delivering the Ready Set Go curriculum, arranging a market day and overseeing the donation of kidpreneur profits.

Finalist – The business of a pitch video which received one of the 50 highest quantity of 'likes' on the Club Kidpreneur YouTube channel during the Kidpreneur Challenge competition 'heats' round.

Finals – The stage of the Kidpreneur Challenge where the top 50 finalist videos go before the entrepreneur panel for judging of final winners.

Game of Skill – competitions that require a user to answer a question or submit something (showing 'Skill') in order to win

Heats – The stage of the Kidpreneur Challenge where all eligible entry videos are displayed on the Club Kidpreneur YouTube Channel for the public to vote for finalists. The 50 videos with the highest number of YouTube 'likes' proceed to the finals.

Kidpreneur – Any eligible child participating in the Kidpreneur Challenge in a team of three using a CK Business Kit with associated Kidpreneur Business Number.

Kidpreneur Business Number (KBN) – The unique number given to each CK Business Kit as an identifier for competition entry. The KBN number is the same number as the Cleverpatch Gift Card Code.

Kidpreneur Challenge – The entire program and competition structure where a school with adult facilitator registers a group of students (kidpreneurs), orders CK Business Kits, completes the Ready Set Go curriculum, holds a market day, donates all profit to charity and submits a pitch video to be voted for and judged a winner.

Market Day – The stage of the Kidpreneur Challenge where kidpreneurs sell their business products to real world customers by holding a market day either at school or in their local community.

Online Resource Centre – The section of the Club Kidpreneur website where teachers and facilitators access the Kidpreneur Challenge Handbook and Ready Set Go curriculum teaching materials.

Order – The component of Kidpreneur Challenge Registration which involves selecting the quantity of CK Business Kits to be delivered to the participating school with a ratio of one CK Business Kit per participating student.

Parent/Guardian – The legal parent or guardian of a participating student or kidpreneur in the Kidpreneur Challenge.

Photo & Video Release Consent – Express, written permission from the parent/guardian of a participating kidpreneur for the student to take part in the Kidpreneur Challenge program and enter the competition by submitting personal and business information, photos and a video containing images of the kidpreneur and their business to Club Kidpreneur to be displayed on the Club Kidpreneur YouTube channel and website for Kidpreneur Challenge competition voting and judging purposes only.

Pitch Video – The short video created by each business to be submitted as an entry for the Kidpreneur Challenge competition.

Profit – The amount of business revenue which is left over after kidpreneurs pay their business start-up costs (usually \$25 per kidpreneur paid to the school).

Program – The aspects of the Kidpreneur Challenge which exclude competition entry and judging. These include: registering the school, ordering CK Business Kits, delivering the Ready Set Go curriculum, holding a market day, donating profits and making a pitch video.

Ready Set Go Curriculum – The 12 module curriculum provided to teachers and facilitators to guide kidpreneurs through building their business using a CK Business Kit, using teaching materials provided in the Online Resource Centre.

Registration – The act of an authorised school representative signing up for students at their school to participate in the Kidpreneur Challenge under the guidance of a teacher or adult facilitator via the Club Kidpreneur website or by providing details via phone or email to a Club Kidpreneur representative. Registration includes ordering one CK Business Kit per three participating students, committing to make payment of the Kidpreneur Challenge invoice within 21 days of the invoice issue date and to obtain photo and video consent and release from the parent/guardian of each participating student.

Revenue – The total amount of money earned on market day from sales to customers, excluding the value of any float used. Revenue is counted before start-up costs are paid for and so includes this value.

School – Any Australian primary school or equivalent including community schools, School of the Air, distance education, home schools and other Australian primary school equivalents.

Start-Up Loan – The amount of money loaned to the kidpreneurs to cover the cost of their business building materials, and usually paid back to the loan maker at the end of the Kidpreneur Challenge. The start-up loan is usually \$25 per kidpreneur and is paid back to the person or entity who paid the Kidpreneur Challenge invoice.

Student – Any enrolled student of an Australian primary school or equivalent including community schools, School of the Air, distance education, home schools and other Australian primary school equivalents.

Teacher – The primary school educator responsible for guiding kidpreneurs through the Kidpreneur Challenge process by ordering CK Business Kits, delivering the Ready Set Go curriculum, arranging a market day and overseeing the donation of kidpreneur profits.

Vote – One 'like' of a pitch video on the Club Kidpreneur YouTube Channel. Each 'like' counts as one vote for the video to proceed to the finals.

Voting – The act of clicking the 'like' button on a pitch video on the Club Kidpreneur YouTube channel.

Winner – One of the ten businesses selected by the entrepreneur judging panel as a winner of the Kidpreneur Challenge during the finals.

Worthy Cause – A recipient of a kidpreneur business donation as part of the Kidpreneur Challenge that is not a registered charity with the Australian Charities and Not-For-Profits Commission but is deemed worthy of receiving financial assistance to further a certain cause. Recipients may be organisations (e.g. schools, community groups) or individuals (e.g. chronically ill school student).

Kidpreneur Challenge Competition Terms and Conditions

Eligibility

This competition ("Competition") is conducted by Club Kidpreneur Limited ACN 144 623 709 of Level 4, 16 Spring Street, Sydney, New South Wales.

The Competition is a game of skill, and chance plays no part in determining the winners.

The Kidpreneur Challenge competition is open to children formally attending any Australian primary school. This includes community schools, Schools of the Air, distance education organisations, home schools and other organisations deemed Australian primary school equivalents by the relevant State or Federal Department of Education.

To participate in the Kidpreneur Challenge, students must have a teacher or other adult facilitator guiding them through the program. Kidpreneurs cannot participate in the Kidpreneur Challenge independently of an adult facilitator.

To be eligible to enter the Kidpreneur Challenge competition, each entrant must satisfy all of the criteria below:

Australian residents only; and

aged between 9 and 12; and

enrolled in year 4, 5 or 6 in an Australian primary school who is participating in the Club Kidpreneur Ready, Set, Go School Program during 2016 with completion by the end of Term 3; and

obtained parental consent to enter; and

completed the entry form available at <http://www.clubkidpreneur.com> during the Competition Period;

a business team (of no more than four kidpreneurs) submit a 90 sec video that the entrant creates themselves 'to pitch why their kidpreneur business should win and what they have learned from running a business as part of the Club Kidpreneur program' as part of the entry form that will act as the 'competition submission'. Videos submitted elsewhere, including on Facebook or Instagram will not be counted as an entry. Videos that contains broken links or unable to be viewed are also not counted as an entry.

Employees and immediate families of the Promoter and suppliers, providers and agencies associated with this Competition are ineligible to enter.

The Competition commences 0900 AEST on 1st September 2016 and closes at 1700 AEST on 30th September 2016 (the "Competition Period"). To enter the Competition, eligible entrants must complete the entry form at <http://www.clubkidpreneur.com> and have uploaded the video during the Competition Period.

The competition will be held once in 2016. Pitch Video Heats will commence 12noon AEST 2nd September 2016 and continues until 23:59 AEST 30th September 2016 ("Voting Period"). The 50 videos uploaded to Club Kidpreneur's Kidpreneur Challenge YouTube playlist with the most "likes" will qualify for the Finals.

Incomprehensible and incomplete entries will be deemed invalid.

Entrants in the competition may only enter once.

The Promoter may reject an entry if it reasonably forms the opinion that the entry has been entered:

- using false information;
- via automated entry means;
- by the use of a competition entry service;
- containing objectionable content, profanity, potentially insulting, inflammatory or defamatory statements;
- that tampers with the entry process;
- not in accordance with these terms and conditions;
- by engaging in conduct that is fraudulent, misleading or deceptive; or
- that may damage the goodwill or reputation of the Promotor and/or any of its sponsors.

Participating students are registered for the Kidpreneur Challenge through their school via the CK website. A school is considered registered for the Kidpreneur Challenge when a registration form has been completed and an order has been placed for one or more CK Business Kits using the Registration Form found on the Club Kidpreneur website or by providing details via phone or email to a Club Kidpreneur representative.

Payment

There is no cost to enter the Competition; however, schools must have paid the school registration fee of \$50 and \$25 per back pack purchased to complete the Club Kidpreneur Ready, Set, Go curriculum. Internet connection and usage rates may apply and are the entrant's responsibility. Entries with unpaid invoices will not be accepted. Entrants should obtain details of such costs from their service providers. The Promoter is not and will not be liable for any such costs.

An invoice will be issued at the time of dispatch of the CK Business Kit order.

Payment terms for the invoice are 21-days from the date of the invoice.

Invoices are issued by email to the facilitator contact email address provided at the time of registration.

Permission

It is the participating school's responsibility to gain parent/guardian permission for each student to participate in the Kidpreneur Challenge and to submit photos and videos to Club Kidpreneur as a competition entry at the end of the program. Parents must agree to have their child's image (via submitted photos and videos), first and last names and school displayed on the Club Kidpreneur website or YouTube channel as part of their competition entry.

Club Kidpreneur assumes this photo and video release consent has been obtained by the school from each participating child unless otherwise notified by the teacher or facilitator from the school.

The participating school acknowledges that photos, videos and entry form information including but not limited to the kidpreneur's first and last names and school could be made available via the Club Kidpreneur website and YouTube channel unless written notice is given that photo and video release consent has not been obtained from the parent/guardian of each kidpreneur in the respective business.

Data Storage & Privacy

The teacher, school and kidpreneur's personal information will be stored securely in accordance with Club Kidpreneur's privacy policy and is used for the purposes of conducting the Kidpreneur Challenge according to these terms and conditions only (www.clubkidpreneur.com/privacy).

Personal information from entrants will not be used for any other purpose not specified in these terms & conditions unless written permission is provided by the affected individual or their parent/guardian.

Club Kidpreneur may disclose entrants' personal information to its contractors and agents only to assist in conducting this competition or for communicating with entrants if disclosure is required or permitted by law.

Individuals can request access to the personal information Club Kidpreneur holds about them by contacting the Foundation at info@clubkidpreneur.com.

Entry into the Competition permits the Promoter to:

Collect, store, handle, access, manage, transfer, use and disclose personal information about the entrant including name, suburb, age and image, in connection with the Competition. This includes transmission outside of Australia. The Entrant may revoke its consent to this clause at any time upon written notice to the Promoter, however, existing uses of the personal information will not be impacted by this revocation or withdrawal of consent; and

Contact the Entrant for any reason related to the Competition or other activities of the Promoter.

Program Resources & Delivery

Business Kits will be delivered approximately 10 days from the date of order.

Access to the Kidpreneur Challenge Online Resource Centre is provided via a unique log-in and password once payment is received.

Kidpreneurs work in teams made up of minimum three (maximum four) participating students. Each team receives one CK Business Kit between them.

Each CK Business Kit has a unique Kidpreneur Business Number (KBN) which is to be used for submitting an entry at the end of the competition period.

To be eligible to enter the Kidpreneur Challenge competition, schools are responsible for completing the following:

Providing one CK Business Kit to each team of three kidpreneurs.

Teaching Club Kidpreneur's Ready Set Go Curriculum to all participating students.

The format and structure of delivery of the curriculum is at the discretion of teachers. The provided resources are a guide only.

Assisting participating students to sell products at a market day. Market days may be held:

Internally at the school during, before or after school hours

Integrated with an existing school event e.g. school fete, drama production etc.

In the local community e.g. at a local shopping precinct

At a local community event e.g. a community market day

It is the school's responsibility to obtain all required parental permissions and photographic / videographic consent required for the market day.

Ensuring participating students donate 100% of their profit to a charity or worthy cause.

Participating students are encouraged to use the revenue earned from market day to pay back their start-up loan (\$25 per student) to the school and then donate all remaining profits to charity. The donation process (who, when, where) is executed at discretion of schools.

Copyright

The Kidpreneur Challenge program and competition format, curriculum, materials and resources may not be used, repurposed or sold for commercial gain by any party at any time without written consent from the Club Kidpreneur Foundation. Resources and materials include all video material provided by Club Kidpreneur, lesson plans, worksheets, supplementary resources, all content provided in the Online Resource Centre, photos, and CK Business Kit materials.

Facilitators and teachers may only print, display, email or otherwise share or use program resources (including lesson plans and worksheets) for the purposes of delivering the Kidpreneur Challenge to the registered kidpreneurs in the specified term of choice.

The program resources may only be shared with another adult facilitator or teacher delivering the Kidpreneur Challenge program under the same registration (i.e. to the same group of participating kidpreneurs) for which the supplying party has registered.

The Kidpreneur Challenge materials and resources can only be used for the purposes of delivering the Kidpreneur Challenge program with kidpreneurs who are using a CK Business Kit to build a business.

All Kidpreneur Challenge entries become the property of the Promoter.

Competition Entries and Pitch Videos

To enter the Kidpreneur Challenge competition, teams of kidpreneurs must have:

Used a CK Business Kit to build a business

Worked through the Ready Set Go curriculum with a teacher or other adult facilitator

Sold products at a school or community market day

Donated 100% profits to a charity or worthy cause of choice (includes school fundraising)

Made a pitch video for submission to Club Kidpreneur as part of their Kidpreneur Challenge entry.

Schools work with participating student teams to create one video per CK Business Kit, reflecting on their experience to pitch why they should win to become Australia's top young kidpreneurs.

Refer to judging criteria for further details.

Participating students with parent/guardian permission submit an entry to the Kidpreneur Challenge competition through a form on the Club Kidpreneur website.

Only one entry per Business Kit (i.e. per Kidpreneur Business Number) is permitted for the Kidpreneur Challenge competition.

Kidpreneurs enter their Kidpreneur Business Number (KBN) at the time of entry to verify they are a participating kidpreneur in the Kidpreneur Challenge. If multiple entries per KBN are received, only the first entry received will be eligible for the competition.

Each business must also upload its video via the Club Kidpreneur entry form link. Each business can also email the video file and/or link to info@clubkidpreneur.com as a backup to ensure the video is submitted to Club Kidpreneur.

Club Kidpreneur assumes that in submitting an entry, the teacher or facilitator has obtained photo and video consent and permission from each kidpreneur's parent/guardian to submit the entry information.

It is the teacher or facilitator's responsibility to notify Club Kidpreneur if photo and video release consent has not been obtained from each parent of the team of kidpreneurs in the business.

Incomplete or inappropriate entry forms or videos will be deemed invalid and will not be included in the heats or finals. If the entry is deemed inappropriate or offensive it will be removed by Club Kidpreneur administrators at their discretion.

All information supplied in the competition entry form must be verifiably true and correct and not intentionally misleading.

An email will be sent to the relevant facilitator or teacher to provide the details submitted by kidpreneurs in their entry and providing the opportunity for the entry to be withdrawn. If the entry is withdrawn, entry information will not be displayed on the Club Kidpreneur website or Club Kidpreneur YouTube channel but may be stored securely in the Club Kidpreneur database.

Competition Pitching 'Heats'

A Club Kidpreneur representative will upload all completed entry videos to the Club Kidpreneur YouTube channel.

Club Kidpreneur reserves the right to review and screen all submitted material before uploading to Club Kidpreneur's YouTube Channel.

The Kidpreneur Challenge heats period will be open from 12noon AEST 2nd September 2016 and voting will close 23:59 AEST 30th September 2016, on the Club Kidpreneur YouTube Channel in the 2016 Kidpreneur Challenge Playlist.

The 50 videos with the highest number of votes (YouTube 'likes') will qualify as finalists to be judged by the panel of entrepreneurs.

The Promoter does not have control of the "likes" feature located on www.youtube.com and therefore takes no responsibility for the accuracy of the "likes" count. The Promoter will be taking the "likes" count associated with each video as final.

The finalists will be contacted by the Promoter by email by 7th October 2016.

In addition to the 50 'most liked' videos, the Promoter reserves the right to select five wild card finalists from all entries submitted.

Competition Finals

Judging for the Kidpreneur Challenge finals takes place on Wednesday 5th October, 2016 at Level 4, 16 Spring Street, Sydney NSW.

Ten (10) winning teams (collectively referred to as "Winners") will be chosen by a panel of entrepreneurs chosen by the Promoter. The judges will select the Winners based on the judging criteria located at www.clubkidpreneur.com/challenge.

The judges will also identify two(2) teams as highly commended businesses as reserve winners should any two of the ten winners not confirm and accept their prize.

There is no one winner of the Kidpreneur Challenge. All ten winners are deemed 'equal first'.

Judges will base their decisions on pitch videos and data submitted in the online competition entry form.

Refer to judging criteria for further details.

Judges' decisions are final and cannot be repealed by any party, except where error, misleading information or foul play are clearly established by Club Kidpreneur representatives or the judging panel.

The facilitator or teacher of all ten Kidpreneur Challenge winning businesses will be notified by phone and email.

Winners are not confirmed or announced until the facilitator or teacher contact provides written confirmation and acceptance of winning by way of written email reply to the announcement email.

A 24-hour period from the timestamp of the winner announcement email is given for winner confirmation and prize claiming via email reply from the facilitator or teacher.

Winners will be publicly announced on 12th October 2016 via channels including but not limited to: the Club Kidpreneur website and email newsletter announcement.

The teachers and facilitators of non-winning finalists will also be individually notified via email on the same day.

The Promoter reserves the right to request Winners to provide proof of identity; proof of residency at the nominated prize delivery address, proof of parental permission forms and/or proof of entry validity in order to claim a prize. Proof of identification, residency and entry considered suitable for verification is at the discretion of the Promoter. In the event that a Winner cannot provide suitable proof, the Winner will forfeit the prize in whole and no substitute will be offered.

The Promoter reserves the right to disqualify a Winner if the Promoter becomes aware that the entry is of a type described in clause 8. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.

Competition Prizes

The Winners are entitled to a package of prizes for the individual student entrants and their school. Prizes include, but are not limited to:

School prizes include:

1 x HP Sprout all in desktop computer plus 3DCapture Stage bundle by HP PPS Australia Pty Ltd, total value \$4,589.

Student prizes include:

Goody bag of Moose Toys products, to the value of \$100 per student

A one-day business experience at IGNITE partner Moose Toys Head Office in Melbourne for winning teams (maximum four per team) and 1 adult supervisor per team, date to be advised and held during Term 4. Prize includes ground transfers and to and from Moose Toys Head Office; 1 night's accommodation in a shared hotel apartment for students and adult supervisor; meals for 1 night and 1 day (breakfast and lunch). Winners are responsible for their own travel arrangements to Melbourne and airport transfers.

Spending money, additional meals from what is mentioned above, travel expenses associated with the prizes and all other ancillary costs are the responsibility of the Winners.

Prize permits are not required for any state and territory in Australia for the Kidpreneur Challenge competition.

The nature of prizes are at the discretion of Club Kidpreneur and notification of prize items will be advertised via the Club Kidpreneur website.

Competition prizes are not exchangeable or refundable and cannot be redeemed for cash.

Club Kidpreneur will not be liable for any damage in transit to prizes nor be liable for failure of delivery companies to deliver the prize to the winner's nominated address if applicable.

If an advertised prize becomes unavailable for any reason, Club Kidpreneur reserves the right to substitute that component of the prize with another component of equal or greater value.

Club Kidpreneur may require winners to provide proof of identity, proof of age and proof of prize delivery address. Identification considered suitable for verification is at Club Kidpreneur's discretion.

Winning schools agree to permit a Club Kidpreneur representative and/or its partners to present prizes to winning teams at a school assembly or other event on a mutually-agreed date in Term 4, 2016.

Club Kidpreneur reserves the right to disqualify any entry or revoke prizes awarded to entries in breach of these terms and conditions.

In consideration for the Promoter awarding the prizes to the Winners, each of the Winners hereby permits the Winner's videos, words and images as recorded, photographed or filmed or their name or likeness during the Winner's participation in the prize to appear in connection with the Promoter or the advertising or marketing thereof, in any media whatsoever throughout the world in perpetual and each of the Winners will not be entitled to any fee for such use.

The Promoter's decision is final and the Promoter will not enter into correspondence regarding the Competition result or winning entries.

It is a condition of accepting the prize that the Winners must comply with all the conditions of use of the prize and the prize supplier's requirements.

Program and Competition Cancellation & Liability

If for any reason any aspect of the Kidpreneur Challenge program or competition is not capable of running as planned, including by reason of infection by computer virus, network failure, bugs, tampering, unauthorised intervention, fraud, technical failures or any cause beyond the control of Club Kidpreneur which corrupts or affects the administration, security, fairness, integrity or proper conduct of this competition, the Foundation may in its sole discretion cancel, terminate, modify or suspend the competition, or invalidate any affected entries.

Club Kidpreneur accepts no responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected entries, claims or correspondence whether due to error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure or otherwise.

Club Kidpreneur has no control over telephone communications, the Internet, networks or lines and accepts no responsibility for any problems associated with them, whether due to traffic congestion, technical malfunction or otherwise. Club Kidpreneur is not liable for any consequences of user error by external parties in communications channels including (without limitation) costs incurred.

Club Kidpreneur accepts no responsibility for any late, lost or misdirected entries including delays in the uploading of the video, completion of the entry form or malfunction of “likes” function due to technical disruptions, network congestion or for any other reason.

In the event that for any reason whatsoever a Winner does not take an element of the prize at the time stipulated by the Promoter then that element of the prize will be forfeited by the Winner and cash will not be awarded in lieu of that element of the prize.

Should an entrant’s contact details change, it is the entrant’s responsibility to notify the Promoter. A request to access or modify any information provided in an entry should be directed to Promoter.

In the case of the intervention of any outside act, agent or event which prevents or significantly hinders the Promoter’s ability to proceed with the Competition on the dates and in the manner described in these terms and conditions, including but not limited to vandalism, power failures, tempests, natural disasters, acts of God, civil unrest, strike, war, act of terrorism, the Promoter may in its absolute discretion cancel the Competition and recommence it from the start on the same conditions, subject to any directions given under State Regulation.

The Promoter shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for any personal injury suffered or sustained in connection with any prize/s except for any liability which cannot be excluded by law. The Promoter is not responsible for any incorrect or inaccurate information, either caused by the phone user or for any of the equipment or programming associated with or utilised in this competition, or for any technical error, or any combination thereof that may occur in the course of the administration of this competition including any omission, interruption, deletion, defect, delay in operation or transmission, communications line or telephone, mobile or satellite network failure, theft or destruction or unauthorised access to or alteration of entries.

The Promoter and their associated agencies and companies assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of entries, and reserves the right to take any action that may be available.

If for any reason this competition is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any causes beyond the control of the Promoter, which corrupt or affect the administration, security, fairness or integrity or proper conduct of this promotion, the Promoter reserves the right in its sole discretion to disqualify any individual who tampers with the entry process, take any action that may be available, and to cancel, terminate, modify or suspend the competition, subject to any direction given under State Regulation.

The logo for Club Kidpreneur features the word "Club" in a grey, italicized, sans-serif font. To its left are three blue circles of increasing size, arranged in a diagonal line. Below "Club" is the word "Kidpreneur" in a bright blue, italicized, sans-serif font with a thin white outline.

Club Kidpreneur

ABOUT US

ClubKidpreneur

Is a not-for-profit social enterprise teaching kids how to start their own business and use it for social good.

WE ARE ABOUT ...

Igniting the entrepreneurial spirit of Australian primary school students to equip them with innovation and knowledge capacity for the jobs of the future.



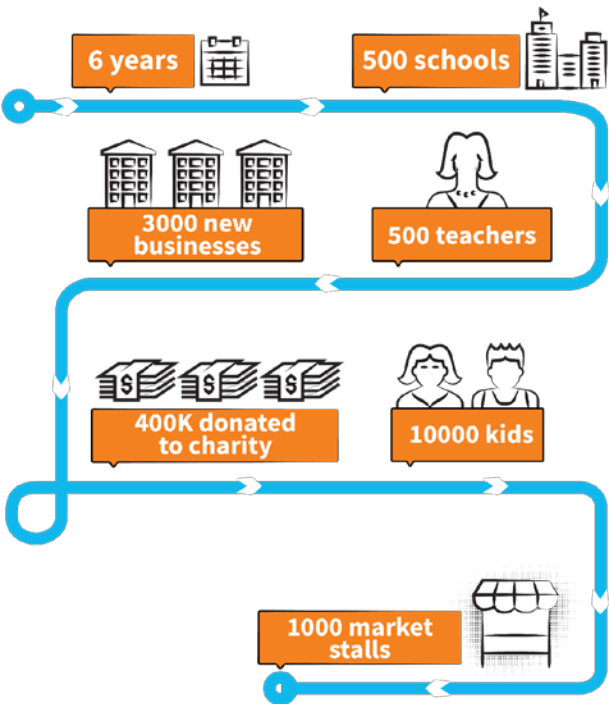
OUR STORY

Since 2010, Club Kidpreneur Foundation has played a pivotal role in entrepreneurial education with programs specifically designed for primary school students, Years 5 and 6.

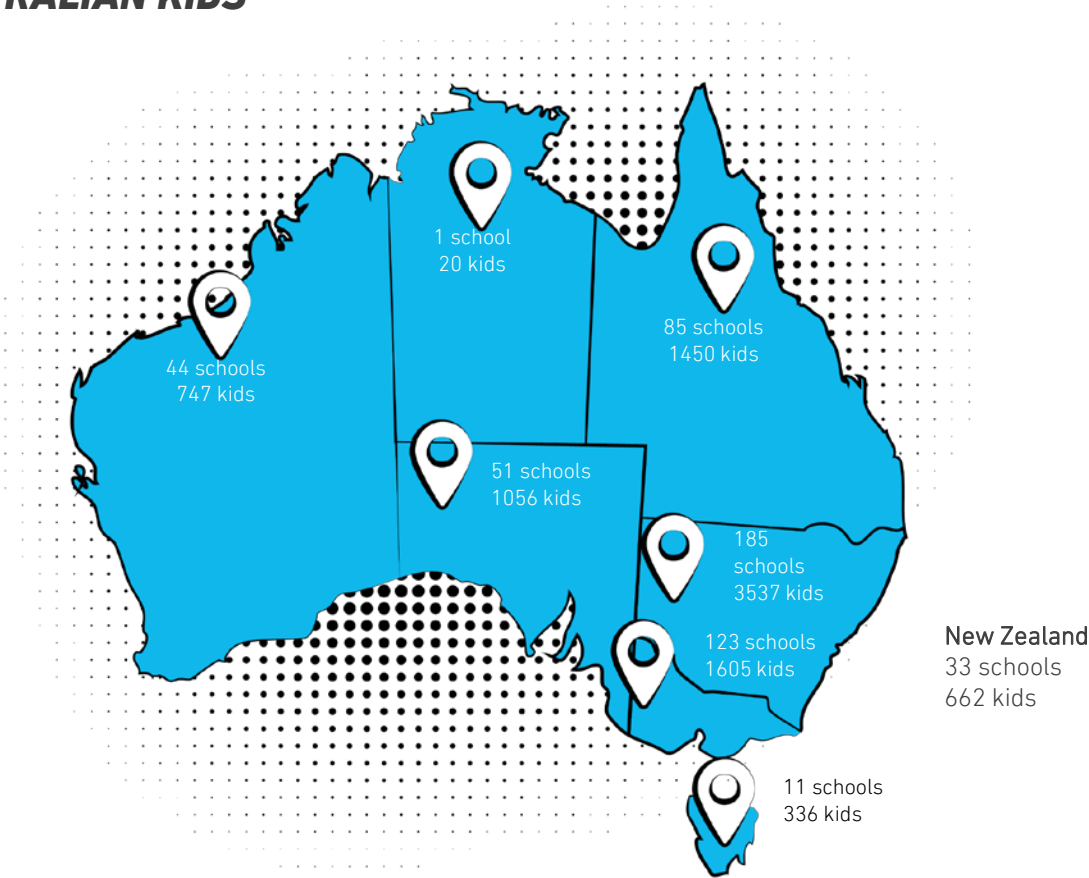
The Club Kidpreneur program helps primary school students, working in teams, build their own micro-business, which can be used for social good. Kids learn the key steps of business from ideation to commercialisation and then donate their profits to charity.

The interactive, experiential learning allows kids to stretch their creativity, get comfortable with risk and failure, and build resilience and confidence.

The program links with the National Curriculum outcomes in multiple subject areas including Maths, English, Sciences and Arts.



MAKING ENTREPRENEURSHIP ACCESSIBLE TO ALL AUSTRALIAN KIDS





TEACHER RESOURCES

- Online Resource Centre – full program access from sign up
- Lesson plans, videos & support materials for each step
- Ready, Set, Go Handbook
- Email & phone hotline
- Teacher training available for nominal fee
- Guest lecture from entrepreneurs & business professionals upon request* (*subject to location)

OUR GOALS

We aim to reach primary school kids across the globe to spark their entrepreneurial spirit and build business acumen, confidence and resilience, so they can choose entrepreneurship as their future career and use business as a force for good.

Through Our Programs We Aim To:

- Give perspective on business and the value of money Have kids consider entrepreneurship as a career Develop business and financial literacy
- Utilise real-world experiential programs for learning
- Provide safe and secure opportunities to practice business skills
- Embrace all learning styles
- Encourage creativity, imagination and experimentation Reward real achievement and motivation
- Foster resilience through learning from both success and failure

WHAT PEOPLE ARE SAYING

"What an amazing journey our kidpreneurs have been on! Our groups forgot it was a competition and focused on the goal. After our Market Day we reviewed what it means to be successful in our micro-business. The children have decided it was not just about profit. What has made it a success is how we worked in teams, the effort and time we put in, the quality of our work, thinking outside of the box, and how we approach people. These are some very worthy values our year 6's and 7's will be taking with them as they move into high school."

Andrea Webb – Teacher, Bassendean Primary School, VIC



STUDENT EXPERIENCE

- Each student receives a Business in a Backpack and workbook
- Items in the backpack reinforce the content of each step
- Work in teams of 3-4 to create micro-business
- Raise funds with real outcome

"Before Club Kidpreneur my son Aaron was suffering from severe depression and an extremely low self-esteem. The amount of support and valuable life and business skills he learnt through the program are immeasurable. Aaron was unable to speak in public, but 6 months on he is now representing his school and able to speak to large audiences. He has had a complete transformation now with a very strong business interest and a much better self-esteem. In his words 'Club Kidpreneur has helped me with my business and now I know with some hard work, goals and focus I can achieve anything and really succeed in my business. I'm only twelve years old and already I have made more money than an average child my age makes in a year in two market days'. We would like to thank Club Kidpreneur for giving my son the chance to be a Kidpreneur and learn from mentors like Alex Pirouz."

Amy Willis, Parent

"Our students were able to take charge of their learning and have the opportunity to further their understanding of how real life businesses operate. It has given them the chance to start thinking of how they might continue their own small business in the future. The students developed their confidence and had a sense of pride at the end of the program. It enabled our two Year 6/7 classes to collaborate and work together, building stronger relationships within our school community. The students absolutely loved being part of the program and the teachers were very happy to be able to implement such a rich learning task."

Jacqui Simpson, School Counsellor, The Pines School, SA

"I thought Club Kidpreneur was awesome. It made me think about starting a business from a different perspective, more practically I guess. Now I'm starting another business making word collages."

Charlotte Blanchard, Kidpreneur (12)

HELPING TO PRODUCE THE GAME CHANGERS OF THE FUTURE

We are standing at the edge of an exciting new world where a new generation of entrepreneurs will apply their creativity, commercial acumen and boundless energy to create businesses which will power the global economy, drive important social change and usher in an extraordinary new era of individual expression and legacy.

KIDPRENEUR HERO - Poppy Starr Olsen

- Aged 14, from Newcastle
- Club Kidpreneur Graduate, 2011
- World's #1 female skateboarder
- Artist and motivational speaker
- Funds international travel from her kidpreneur business



KIDPRENEUR HERO – Aaron Doris

Aaron participated in the Club Kidpreneur program in Sydney's Redfern as part of 'Cool Kids' for disenfranchised indigenous children. Prior to the program Aaron had become progressively more disengaged at school, with low self-esteem, had stopped speaking in class and eventually stopped attending.

During the eight week CK program Aaron was supported by mentors to start his own business named 'Awesome Dogs', selling hotdogs at Eveleigh Artisan Markets. Through this Aaron discovered that he had a strong gift for business.

He excelled at market day, growing in confidence and communication and earning \$170 in just 2 hours.

Unlike other children who kept their profit as pocket money, Aaron saved his and went on to purchase a hot dog machine to scale his business. Aaron has since gone on to start several other ventures using the process he learned through Club Kidpreneur.

After the Club Kidpreneur program Aaron returned to school with progressively higher self-esteem. Club Kidpreneur received a phone call from Aaron's mother a year later to inform us Aaron had been voted school captain and was speaking at other local schools about his story.



FROM AARON

"I am now 14 years old and I am part of the student representative council and in the top 2 for all of my subjects at school. I am currently working with my Dad building his small business into a more successful one. I would not have been as successful today had I not completed the Club Kidpreneur program."

FROM HIS MUM

"At the time Aaron was suffering from severe depression and an extremely low self-esteem. The amount of support and valuable life and business skills he has learnt are immeasurable. Aaron was unable to speak in public, but 2 years on he is now representing his school and able to speak to large audiences. He has had a complete transformation with a very strong business interest and a much better self-esteem."



www.clubkidpreneur.com

A not-for-profit igniting the entrepreneurial spirit of Australian primary school students to equip them with innovation and knowledge capacity for the jobs of the future.



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/clubkidpreneurfoundation



/clubkidpreneur1