

readysetgo

CURRICULUM LESSON PLANS

MODULE FORMAT:

Every module follows the structure below to make it easy for any adult to facilitate step by step:



Watch Module Video

Successful entrepreneurs explain the module's topic using their own business as an example. Found at www.clubkidpreneur.com/resource-centre/



Discuss Module Topic

Discuss theory & keywords using the Facilitation Notes in the lesson plans



Theory Activity

Activity to teach & reinforce the module's theoretical concepts. Each module contains one or both of the following:

- Interactive theory activity
- Worksheet theory activity



Applied Activity

Written activity using Ready Set Go Worksheets where kidpreneurs apply the theory to their own businesses



'CK Business Kit' Activity

Use the module's *CK Business Kit* item to practically build the real-world business



Goal Keep Reflection

Discuss how the decisions made in the module will help reach the business goal (decided in module 2)

CONCLUSION

MODULE	CONCLUDING LESSON – AFTER MARKET DAY	
RSG STAGE	N/A	
LESSON TITLE	Conclusion to the Ready-Set-Go program	
LESSON FOCUS	Finishing up the program & reflecting on the experience	
OUTCOMES	<ul style="list-style-type: none"> • Revision of the overall business building process • Understanding what went well in their business and what they would do differently next time • Donating profits to become a social enterprise • Entering the CK Challenge competition • Encouraging students to continue and use the same Ready-Set-Go process each time they launch a new business or to continue experimenting with their same business. 	
KEYWORD	SOCIAL ENTREPRENEUR	An entrepreneur who starts a business to fund or support social causes
BUSINESS KIT RESOURCE	N/A	
VIDEO	N/A	
WORKSHEET	Conclusion Worksheet	

LEARNING SEQUENCE:

1. Watch Module Video

- Found at www.clubkidpreneur.com/resource-centre/

2. Discuss Module Topic (see notes over leaf)

- Recap Ready- Set – Go
- Market Day Reflection
- Social Enterprise
- Continuing With Business

3. Theory Activity

- *Interactive:* xxx
- *Worksheet:* Business Words

4. Applied Activity

- Market Day Reflection

5. 'CK Business Kit' Activity

- Graduation Certificate

6. Program Completion

- Pay back start up costs
- Calculate & send final profit
- Award graduation certificates
- Enter the CK Challenge competition

FACILITATION NOTES:



CONCLUSION MODULE VIDEO

See www.clubkidpreneur.com/resource-centre/ to view the module video



MODULE TOPIC NOTES

RECAP

Recap the steps of the 'Ready Set Go' business startup process. Use the keywords for each module to recap. Reinforce that this is a process all entrepreneurs work through every time they establish a new business venture. The program is not a one-off, but can be used repeatedly each time you build and launch a new enterprise.

Remember:

- **READY is about being inspired:** An entrepreneur comes up with ideas that they think will solve a problem or meets the needs of a particular type of customer (design-thinking). The first step in business is being inspired with this idea. Remind students that it might not be the product or service that the entrepreneur is passionate about, but it is creating a solution to the problem or need which inspires them.
- **SET is about being informed:** In order to ensure that the business model is something that meets the wants and needs of the target market, an entrepreneur must gather important information. Research must be done to ensure the business is as much of a good idea to customers as the entrepreneur thinks it is.
- **GO is about getting involved:** Even with all the research in the world, the only way to tell if a business will be successful is to launch it and test it in the real world. Once it is launched, improvements and adaptations can be made to ensure it best meets the needs of the customer. Just like the Marshmallow Challenge teaches - while not enough planning can be a bad idea, too much planning can also be a waste of time, because the only real way to know is to get started and see how things turn out.

SOCIAL ENTERPRISE

Recall the discussion about social enterprise from module 1. A social enterprise is an organisation that uses a business model of buying and selling goods or services to fund or support social causes. There are 3 key ways a social enterprise can do this:

- a) By providing employment to others as the business grows.
- b) By providing goods and services that help the customer or solve a social/environmental problem
- c) By investing a minimum 51% of profits into a charitable cause

Social Enterprise Resources:

- Social Traders <http://www.socialtraders.com.au/learn/>
- What is Social Enterprise? <http://www.abc.net.au/catapult/basics/s2554740.htm>
- Social Enterprise Finder www.socialenterprisefinder.com.au

Social Enterprise Examples:

- Mission Australia www.missionaustralia.com.au/what-we-do-to-help-new/employment-and-training/social-enterprise
- Thank You Water www.thankyou.co
- Who Gives a Crap? <http://au.whogivesacrap.org/>
- Toms Shoes <http://www.toms.com/>

CONTINUING WITH BUSINESS

Encourage your students that if they enjoyed the business building experience there are two ways to continue being a kidpreneur – and eventually an entrepreneur:

1. They can continue their business by sourcing more raw materials to make and sell more products at another market day.
2. They can use the Ready Set Go process to build and launch an entirely new business. An entrepreneur will start many businesses in their lifetime and will always follow the same process. They get better and better at it every time too.

An important point to note is that most entrepreneurs have several unsuccessful businesses before they find a winner. If a business did not work out in the CK Challenge, encourage your kidpreneurs to keep coming up with ideas, use design thinking for create a product, do some market research and give it a go. One or more of their ideas will be a winner. Entrepreneurship is about resilience, persistence and unrelenting creativity. It is passion that keeps an entrepreneur going, whether it be passion for their cause, a love of being in business, a desire to solving problems or a drive to be creative etc.



THEORY ACTIVITY INSTRUCTIONS

BUSINESS WORDS

Print of the 'Business Words' revision activities sheet from the online resource centre to recap the keywords from the Ready Set Go program.



APPLIED ACTIVITY INSTRUCTIONS

MY MARKET DAY REFLECTION

It is important to reflect on how the market day went in order to build on this experience in future (whether in business or in everyday life). Discuss with students what they liked about the market day, what went well, what didn't work and what changes they would experiment with next time. What did they identify as their personal strengths? What did they find were their weaknesses? Awareness of weaknesses means they can either be built on to improve, or the entrepreneur can build a team around them who have complementary skill sets.

After discussing the market day experience and what was learned it is now time to write it down. There are two ways to do this:

1. Complete the Market Day Reflection Form online at www.clubkidpreneur.com/kidpreneurs/enter. This form can also be submitted as an entry for the CK Challenge competition (winners announced quarterly).
2. Download and print the Conclusion Module Worksheet from www.clubkidpreneur.com/resource-centre/ to complete the Market Day Reflection Form on paper.

In each case, students should consider specific reflections on their product design, price, customer service and merchandising. They should write down what worked well (column 1) and what improvements they can experiment with if they were to sell their product again (column 2).



'CK BUSINESS KIT' ACTIVITY INSTRUCTIONS

GRADUATION CERTIFICATE

Inside each CK Business Kit is one Graduation Certificate per Kidpreneur. This can now be filled out with the Kidpreneur's name and signed by the program mentor. Award this graduation certificate within the program completion process below.



GOAL KEEP REFLECTION

Did you reach your business goal? If not, you could keep selling to try to reach it. Remember to keep pivoting and experimenting and you'll soon crack it!

CK CHALLENGE COMPLETION PROCESS:

STEP 1: Pay Back Startup Costs

When a business launches, it does not make a profit until it pays off the costs of getting setup. In the CK Challenge the cost of start up materials is \$25 per child. Club Kidpreneur loans this amount to the students for one school term. In module 9, kidpreneurs sign a loan contract agreeing to send their first \$25 each back to Club Kidpreneur to repay their startup loan. Club Kidpreneur will then invoice the registered school or community group for \$25 per child, which must be paid at the end of the term of commencement. After market day, kidpreneurs give their first \$25 earned to the school/community group who can use this to pay the invoice. Note, the registered school / community group is required to pay back the invoice in full even if \$25 is not received from every kidpreneur.

STEP 2: Calculate & Send Final Profit

Return to what kidpreneurs decided they would do with their profit when setting their business goal. After paying back their startup costs to Club Kidpreneur (\$25 per child), each business must then send their profit to a charity or cause of their choice. It is the kidpreneur and/or school's responsibility to send profits to the nominated cause. See the Part 1 of this CK Challenge Mentors Handbook for guidelines on causes and donation.

STEP 3: Award Graduation Certificate

Inside each Business Kit is 1x Graduation Certificate per kidpreneur (3 per kit). These should be filled out and awarded to write the business owner's name on the certificate and be signed by their CK Challenge mentor. You can award these formally at a school assembly, at your Business Kite Launch Ceremony or in class.

STEP 4: Enter The CK Challenge Competition

Once the criteria listed below have been met, kidpreneurs can enter the CK Challenge competition online. At the end of every term winners are announced for the best businesses in a range of categories. To enter the CK Challenge kidpreneurs can visit www.clubkidpreneur.com/kidpreneurs/enter/

Criteria for entering the CK Challenge:

- ☐ Kidpreneurs used a CK Business Kit to build a business
- ☐ Kidpreneurs worked through the Ready Set Go program to build their business
- ☐ Kidpreneurs paid their first \$25 each to Club Kidpreneur for business materials
- ☐ Kidpreneurs donated 100% of remaining profit to a charity or cause