

# BIZ KIDZ ACADEMY

Education Program for K-12  
Young Entrepreneurs

Where Kids Discover  
How to Start a Business, Make Money  
and be Their Own **BOSS!**



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## PROGRAM OVERVIEW

Launching and growing a business is an empowering way for kids to build confidence and learn practical real-world experiences. Biz Kidz Academy is a pioneering project-based program created by Dr. Marlene Jackson for elementary, middle and high school age students. The goal of the program is to inspire young business-minded leaders to creatively embrace their entrepreneurial spirit, think critically and lead confidently.

Biz Kidz Academy offers students (Ages 5-18) the skills required to become thriving kidpreneurs. Students are provided a wide range of skills and practices that range from creating a business idea to selling products and services during a real-world Market Day Festival.

### **The Biz Kidz Academy Program is comprised of:**

- Six-week (age-appropriate) learning labs for students in grades K-12
- Curriculums and resource material that adopt to Common Core State Standards (CCSS)
- A registration fee of \$50.00 per student  
(Includes workshops, resources, student workshops and participation in the Marketplace Festive, “Dress for Success” Fashion Show, Shark Tank Competition and Award Ceremony.

**Note:** A limited amount of financial assistance is available. Payment plans are also available. All proceeds go towards educational scholarships and grants for students.

### **The Accomplished Goals of the Program:**

- Inspires business-minded kids to ask questions, use their imaginations and apply their passions and creative talents to develop products and services
- Encourages kids’ confidence, self-awareness, insight and vision
- Motivates students to set short-term and long-term goals
- Enhances kids’ ethical, decision-making, reasoning and problem-solving skills
- Builds kids’ leadership and team building skills
- Introduces kids to practical and real-world business concepts, theories and ideas
- Provides students with early lessons and practices in money management, safe internet marketing, good customer service, financial planning, budgeting, etc.
- Encourages kids to make contributions to their community
- Inspires students to practice resourceful money management concepts
- Assist students with skills to develop a business plan and business portfolio
- Enhances kids’ expression, public speaking and written communications skills
- Enhances students’ skills to create computer generated marketing and promotional as materials (Including business cards, event flyers, posters, etc.

## TURNING PASSIONS INTO PAY

Students will turn their passions into pay as they participate in team leadership projects and develop solutions for real-life problems within their community. Through a variety of educational topics and interactive business growth activities, students will examine various concepts relating to entrepreneurship.

### **Guest Lecturers/Mentors**

Professional business owners and community leaders will provide students with guidance and expertise as they encourage students to develop their entrepreneurial ideas.

### **Community Service/Service Learning Initiative**

Our Community Service/Service Learning Program provides high school students with an opportunity to combine their business interests with meaningful community and service learning initiatives.

### **Field Trips**

To enhance classroom learning, students will gain practical experiences by going on dynamic project-based field trips where they tour businesses and meet with local business owners.

### **Written Communications and Computer Technology Skills**

Written communications and computer technology skills are enhanced as students creatively compose and develop computer-generated marketing materials (Including business cards, event flyers, posters, news releases, etc.).

### **Speech Writing and Oral Presentation Skills**

Speech writing and presentation skills are improved as students develop persuasive business presentations and sales pitches. Emphasis is placed on student's ability to organize, format and confidently deliver a cohesive introduction, body and conclusion.

### **Business Portfolio Development**

Students will build a business portfolio that displays their weekly computer-generated marketing tools. The portfolios will exhibit Kidpreneur's organized collection of business documents and artifacts that showcase their talents, skills, and professional growth.

### **Program Completion**

- **Biz Kidz Market Day Event**  
Upon completion of the six-week program, students will apply their classroom learning by participating in a real-world Biz Kidz Market Day Festival. During the Market Day, students will earn money by selling their products and services to the community.
- **Dress for Success Fashion Show**  
During the Biz Kidz Market Day Festival, students may participate in a "Dress for Success" Fashion Show. The purpose of fashion show is to help build kidpreneur's confidence, self-esteem and expression through business fashion. Emphasis is placed on the importance of expressing beauty from the inside out.
- **Shark Tank Competition**  
Students are encouraged to compete in the Biz Kidz Shark Tank Competition where they present their business portfolios and pitch their business ideas.
- **Award Ceremony**  
The Market Day Festival and Shark Tank Competition will conclude with an Award Ceremony when students are presented with prizes, awards, business resources and a "Biz Kidz" Certificate of Completion.

## WORKSHOP TOPICS

### WEEK ONE: BRAINSTORMING (CREATING BUSINESS IDEAS)

Brainstorming offers great benefits to kid's critical thinking and problem-solving skills. Brainstorming generates innovativeness and inspires kids to create ideas. The goal of this learning lab is to inspire students to brainstorm creative ideas that may be turned into small businesses. During this lab, young kidpreneurs will explore their various passions, talents, skills, knowledge and experiences and explore how they can turn their innovative ideas into a small business. Students are encouraged to consider the issues that currently impact their community and develop business idea that addresses them.



### WEEK TWO: SETTING GOALS (ENVISIONING DREAMS)

Students who creatively use their imagination and visualize their future typically become more engaged in self-directed learning and are motivated to set and achieve goals. The objective of this learning lab is to enhance students' goal setting skills. Creating a vision board of compelling imageries, drawings and text that describe their idea for a creative business product or service, students will produce an inspirational road map that vividly displays their long and short term entrepreneurial goals.



### WEEK THREE: DEVELOPING IDEAS (CREATING A BUSINESS PLAN)

Entrepreneurs who strategically organize the essential components of their businesses are more likely to be successful. Based on their innovative business idea, students will explore the essential nuts and bolts required to write a basic business plan. Exploring topics that range from product description, customer service and marketing strategy, students will explore the key elements required to develop a business plan.



### WEEK FOUR: ONLINE MARKETING (STAYING SAFE ONLINE)

Per their parents' approval, students will discover the world of social media as it relates to safely marketing business products and services online. Some learning lab topics include: understanding online dangers, and safe marketing tips through social media, text messages, e-mails, instant messaging, Web sites or other technology.



### WEEK FIVE: KID\$ COUNT...MANAGING MONEY (MARKET DAY PLANNING)

Working in teams, young entrepreneurs will be tasked with planning a budget and applying sound money management skills for a special event. Students will be introduced to the concepts required to plan a budgeting strategy for their upcoming participation in the Biz Kidz Market Day Festival. Some concepts will include startup costs, expenses, pricing, income, profits, etc.



### WEEK SIX: FROM CLASSROOM TO MARKETPLACE (PRACTICAL REAL-WORLD APPLICATION)

During the final learning lab, students will enhance their business skills by applying what they have learned in the classroom to a real-world business event. Kidpreneurs will prepare to participate in the Biz Kidz Market Day Festival, where they will earn money by selling their creative business products and services to family, friends and the community.

