

PART I



DESIGN

PLAN

THE LINGO

USING THE FOLLOWING RESOURCE, FIND THE DEFINITIONS OF THE FOLLOWING BUSINESS TERMS:

[HTTP://TINYURL.COM/YENFJXU](http://tinyurl.com/yenfjxu)

- ENTREPRENEUR:
- PRODUCT:
- SERVICE:
- EXPENSE:
- FINANCE:
- INVESTMENT:
- SUPPLY:
- DEMAND:

THE LINGO

USING THE FOLLOWING RESOURCE, FIND THE DEFINITIONS OF THE FOLLOWING BUSINESS TERMS:

[HTTP://TINYURL.COM/YENFJXU](http://tinyurl.com/yenfjxu)

- MARKETING:
- SALES PROSPECT:
- TARGET MARKET:
- BUSINESS TO BUSINESS:
- BUSINESS TO CONSUMER
:
- RETURN ON INVESTMENT:
- PAYBACK PERIOD:
- REVENUE:

BUSINESS IDEA

CONGRATULATIONS!! YOU'VE BEEN SELECTED AS THE CEO OF A NEW COMPANY BASED OUT OF OUR CLASSROOM.

YOU ARE IN CHARGE OF DESIGNING A BUSINESS THAT CAN BENEFIT SOMEONE AT OUR SCHOOL. YOUR BUSINESS CAN BE NATIONAL (SCHOOLWIDE) OR LOCAL (CLASSROOM).

USE THE FOLLOWING QUESTIONS TO HELP BRAINSTORM A BUSINESS IDEA)

- WHAT ARE SOME THINGS THAT KIDS AT OUR SCHOOL WOULD WANT?
- WHAT ARE SOME THINGS THAT TEACHERS AT OUR SCHOOL WOULD WANT?
- WOULD YOU BE PROVIDING A PRODUCT OR A SERVICE?
- WHAT INDUSTRY (CATEGORY) WOULD THIS BUSINESS FALL UNDER (I.E. FASHION, ENTERTAINMENT, OFFICE SUPPLIES, ETC)?
- WHERE WOULD YOU SET UP YOUR OFFICE?
- WHAT IS THE COMPANY'S NAME?
- WHAT COULD YOU CALL YOUR BUSINESS?

BUDGET

YOUR COMPANY HAS FINANCED YOU WITH \$1,000 TO START YOUR BUSINESS. NOW IT'S TIME TO PLAN YOUR BUDGET.

COSTS SUMMARY

To make money, you have to spend money.
Here are some costs to consider.

MATERIALS NEEDED

- If your business is product based, what materials will you need to create the product?
- How much of the budget are you will to set aside for this?

OFFICE RENTAL FEES

- You need to set up your office in a place that will help you sell your business. Where is the best place for this?
- How much of the budget are you willing to set aside for this?

MARKETING

- You need to find a way to get your business well known to the customers. What are some ways you can do this?
- How much of the budget are you will to set aside for this?

COSTS BREAKDOWN

MATERIALS

YOU MAY BRING IN YOUR OWN MATERIALS FOR YOUR PRODUCT OR YOU MAY USE MY SUPPLIES FOR A SMALL FEE.

(TO RECEIVE THE DISCOUNTED FACTORY RATE,
YOU MUST USE AT LEAST THREE OF MY MATERIALS.)

MY PRICING

- NOTEBOOK PAPER: \$10 A PIECE
- SMALL CONSTRUCTION PAPER: \$20 A PIECE
- BIG CONSTRUCTION PAPER: \$30 A PIECE
- MANILLA FOLDERS: \$30 A PIECE
- STICKERS: \$10 A PIECE
- MARKERS: \$10 PER MINUTE USED
- GLUE STICKS: \$20 PER MINUTE USED
- SCISSORS: \$20 PER MINUTE USED
- DISCOUNTED FACTORY USE (MY CLASSROOM): \$50 AN HOUR
- FULL PRICE FACTORY USE (MY CLASSROOM): \$100 AN HOUR

THINK ABOUT WHAT MATERIALS YOU'LL NEED TO SET UP YOUR BUSINESS. LIST THE MATERIALS HERE:

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COST ESTIMATE

MATERIALS

BASED ON THE INFORMATION ABOVE...

HOW MUCH WOULD IT COST YOU TO MAKE ONE PRODUCT OR COMPLETE ONE ACT OF SERVICE?

HOW MANY PRODUCTS OR SERVICES DO YOU PREDICT YOU WILL SELL DURING ONE WEEK?

WHAT IS YOUR ESTIMATED BUDGET FOR MATERIALS?

COSTS BREAKDOWN

OFFICE RENTAL FEES

YOU MAY RENT OUT VARIOUS SPACES AROUND THE SCHOOL TO SET UP YOUR OFFICE. THIS IS WHERE YOU WILL SELL YOUR MATERIALS. SOME PLACES GET MORE EXPOSURE THAN OTHERS, BUT THEY ALSO COST MORE MONEY. ADDITIONALLY, THINK ABOUT WHERE YOUR COMPETITORS MIGHT BE SET UP. BELOW YOU WILL FIND A LIST OF OFFICE SPACES ALONG WITH THEIR PRICES. PRICES ARE PER HOUR.

REMEMBER, YOU ARE ONLY ALLOWED TO SELL BEFORE OR AFTER SCHOOL, OR DURING LUNCH AND RECESS.

MY PRICING

- HALLWAY - \$15/HOUR
- OUTSIDE RESTROOM - \$15/HOUR
- OUTSIDE CAFETERIA - \$20/HOUR
- INSIDE CAFETERIA - \$30/HOUR
- PLAYGROUND - \$30/HOUR
- OUTSIDE TEACHER'S LOUNGE - \$15/HOUR
- IN FRONT OF THE OFFICE - \$30/HOUR
- IN FRONT OF THE SCHOOL - \$30/HOUR

THINK ABOUT WHO YOUR BIGGEST CUSTOMERS WILL BE. USE THIS THOUGHT TO HELP YOU CHOOSE THE BEST SPOT TO SET UP YOUR BUSINESS. CHOOSE A SPOT TO SET UP YOUR BUSINESS, AND LIST IT BELOW ALONG WITH SOME POSITIVES AND NEGATIVES ABOUT THIS SPOT.

**OFFICE
SPACE:**

PROS

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COST ESTIMATE

OFFICE RENTAL FEES

BASED ON THE INFORMATION ABOVE...

HOW MUCH WOULD IT COST TO RENT THE OFFICE FOR ONE WEEK?

HOW MANY PRODUCTS OR SERVICES DO YOU PREDICT YOU WILL SELL DURING ONE WEEK?

WHAT IS YOUR ESTIMATED BUDGET FOR OFFICE RENTAL FEES?

COSTS BREAKDOWN

ADVERTISING FEES

TO SELL YOUR PRODUCT, YOU NEED TO MAKE IT WELL KNOWN. TO DO THIS, YOU HAVE TO MARKET, OR ADVERTISE, YOUR BUSINESS. THIS CAN BE DONE IN A VARIETY OF WAYS. BELOW YOU WILL FIND A LIST OF FORMS OF MEDIA (WAYS TO SELL) ALONG WITH THEIR PRICES.

MY PRICING

- POSTERS: \$30 PER WALL
- FLYERS: \$10 PER WALL
- ANNOUNCEMENTS: \$30 A DAY
- TEACHER WHITEBOARD: \$20 A DAY PER CLASSROOM
- SCHOOL NEWSLETTER: \$40 A DAY

START BY SELECTING YOUR TARGET AUDIENCE. IN OTHER WORDS, WHO DO YOU THINK IS MOST LIKELY TO BUY WHAT YOU'RE SELLING? BE SPECIFIC ON AGE RANGE AND GENDER. TARGET AUDIENCE: NOW THINK ABOUT WHICH FORMS OF MEDIA WOULD WORK THE BEST FOR THIS COMMON AUDIENCE.
(YOU DON'T HAVE TO STICK WITH JUST ONE)

MOST COMMON FORMS OF MEDIA:

COST ESTIMATE

ADVERTISING FEES

BASED ON THE INFORMATION ABOVE...

HOW MUCH WOULD IT COST TO ADVERTISE YOUR
PRODUCT FOR ONE WEEK?

HOW MANY PRODUCTS OR SERVICES DO YOU PREDICT
YOU WILL SELL DURING ONE WEEK?

WHAT IS YOUR ESTIMATED BUDGET FOR ADVERTISING
FEES?

BUDGET PLAN

YOUR GOAL IS TO MAKE MONEY OFF OF YOUR BUSINESS.
YOU WANT TO SET YOUR PRODUCT AT A REASONABLE PRICE THAT PEOPLE ARE WILLING TO PAY, BUT YOU ALSO WANT TO MAKE MORE MONEY THAN YOU HAVE SPENT.

STEP 1: CALCULATE YOUR ESTIMATED AMOUNT OF SPENDING FOR THE WEEK.

material expenses:

- N = NUMBER OF PRODUCTS YOU PLAN TO MAKE FOR THE WEEK: ____
- P = PRICE OF MAKING ONE PRODUCT: ____
- M = COST TO USE MATERIALS = $N \times P =$ _____

office rental fees:

- N = NUMBER OF HOURS YOU PLAN TO RUN YOUR BUSINESS FOR THE WEEK: ____
- P = PRICE OF OFFICE SPACE FOR ONE HOUR: ____
- O = COST TO SET UP OFFICE = $N \times P =$ _____

advertising expenses:

- N = NUMBER OF ADVERTISEMENTS YOU PLAN ON MAKING: ____
- P = PRICE OF MAKING ONE ADVERTISEMENT: ____
- A = COST TO ADVERTISE = $A \times P =$ _____

*IF YOU'RE USING MULTIPLE FORMS OF ADVERTISING, CALCULATE A FOR EACH FORM OF ADVERTISEMENT YOU ARE USING.

TOTAL COST TO ADVERTISE = _____

TOTAL EXPENSES: TO FIGURE OUT HOW MUCH YOU WILL BE SPENDING ON YOUR BUSINESS, ADD COST OF ADVERTISING, COST OF SETTING UP OFFICE, AND COST OF MATERIALS:

_____ + _____ + _____ + _____ = _____ (€)

BUDGET PLAN

STEP 2: CHECK YOUR BUDGET MAKE SURE THAT YOU HAVEN'T SPEND MORE THAN YOU WERE GIVEN.

STARTING BUDGET: \$1000

TOTAL EXPENSES: _____

SUBTRACT YOUR TOTAL EXPENSES FROM YOUR STARTING BUDGET: _____

IF YOU STILL HAVE MONEY LEFT, YOU MAY USE THIS TOWARDS MATERIALS, ADVERTISING, OR EVEN ANOTHER OFFICE RENTAL. THIS WILL INCREASE THE AMOUNT OF MONEY YOU MAKE.

STEP 3: SET A PROFIT GOAL A PROFIT IS THE AMOUNT OF MONEY YOU'VE MADE AFTER YOU HAVE SUBTRACTED YOU TOTAL EXPENSES.

HOW MUCH OF A PROFIT DO YOU WANT TO MAKE? _____

ADD THAT NUMBER TO YOUR TOTAL EXPENSES: _____

THIS IS HOW MANY SALES YOU NEED TO GENERATE FROM YOUR BUSINESS TO MAKE A PROFIT. LET'S CALL THIS NUMBER S.

STEP 4:

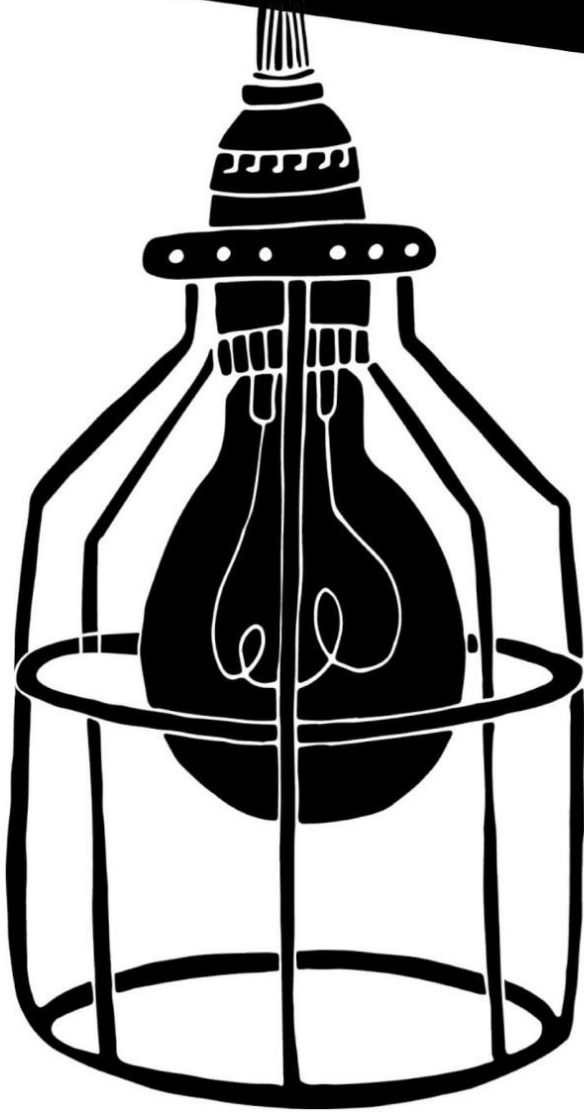
DETERMINE PRICING HOW MANY PRODUCTS DO YOU PLAN TO SELL FOR THE WEEK? _____

HOW MANY SALES DO YOU NEED TO GENERATE TO MAKE MONEY?

(THIS IS S FROM ABOVE) _____

DIVIDE S BY THE NUMBER OF PLANNED PRODUCTS SOLD FOR THE WEEK: THIS IS THE PRICE AT WHICH YOU NEED TO SELL YOUR PRODUCT TO REACH YOUR GOAL PROFIT FOR THE WEEK.

PART 2



ENDORSEMENT

INVESTMENT

BUSINESS NEWS

YOU ARE NOW ENTERING YOUR SECOND WEEK OF BUSINESS AND HAVE DISCOVERED THAT YOU ARE SPENDING MUCH MORE THAN YOU ARE MAKING. IT'S TIME TO FIND AN INVESTOR. AN INVESTOR IS SOMEBODY WHO GIVES YOU MONEY FOR YOUR BUSINESS. HERE'S THE CATCH: THEY NOW OWN SOME OF YOUR BUSINESS, WHICH MEANS THAT THEY GET TO KEEP SOME OF YOUR SALES. YOUR TEACHER HAS DECIDED TO GIVE YOU A CHANCE TO PRESENT YOUR BUSINESS IDEA.

IF IT GOES WELL, YOU COULD HAVE A NEW INVESTOR!

INVESTMENT OPTIONS

OPTION 1 Your teacher will give you \$500 and gets to keep 10% of sales.

(This means that for every \$10 you sell, your teacher gets \$1.)

OPTION 2

Your teacher will give you \$1,000 and gets to keep 20% of your sales.

(This means that that for you \$10 you sell, your teacher gets \$2.)

OPTION 3

Your teacher will give you \$2,500 and gets to keep 50% of your sales.

(This means that for every \$10 you sell, your teacher gets \$5.)

BUSINESS PITCH

ONCE YOU'VE SELECTED AN INVESTMENT OPTION, IT IS TIME TO PRESENT YOUR BUSINESS TO A PANEL (YOUR TEACHER). YOUR GOAL IS TO GET HER TO INVEST IN YOUR BUSINESS.

STEP 1 - PREPARE

YOUR INVESTOR WILL WANT TO KNOW WHY YOUR BUSINESS IS SO SPECIAL. IN YOUR PRESENTATION, MAKE SURE YOU ANSWER THE FOLLOWING QUESTIONS:

1. WHAT IS THE ESSENCE OF YOUR BUSINESS? IN OTHER WORDS, WHAT IS THE NUMBER ONE THING YOU WANT YOUR INVESTORS TO KNOW ABOUT YOUR BUSINESS?
2. WHAT DO YOU VALUE THE MOST ABOUT YOUR BUSINESS?
3. HOW IS YOUR BUSINESS DIFFERENT FROM COMPETITORS?
4. WHERE DO YOU SEE YOUR BUSINESS GOING IN THE FUTURE?
5. WHY SHOULD THIS INVESTOR INVEST IN YOU?

BUSINESS PITCH

ONCE YOU'VE SELECTED AN INVESTMENT OPTION, IT IS TIME TO PRESENT YOUR BUSINESS TO A PANEL (YOUR TEACHER). YOUR GOAL IS TO GET HER TO INVEST IN YOUR BUSINESS.

STEP 2 - DESIGN

DESIGN TWO TYPES OF ELEMENTS FOR YOUR BUSINESS PRESENTATION. ONE NEEDS TO BE VERBAL AND ONE NEEDS TO BE VISUAL. AS YOU PRESENT TO YOUR BUSINESS, YOU NEED TO INCLUDE THE VERBAL AND VISUAL ELEMENT

VERBAL:

- CREATE A VERBAL ELEMENT OF YOUR PRESENTATION THAT CAN PERSUADE ME TO INVEST IN YOUR BUSINESS.
- YOU ARE FREE TO CHOOSE WHATEVER TYPE OF VERBAL PRESENTATION YOU WANT, BUT HERE ARE SOME SUGGESTIONS: SPEECH, SONG, SKIT
- WHAT MAKES A GOOD VERBAL PRESENTATION?
 - EYE CONTACT WITH THE INVESTOR
 - VOLUME LEVEL THAT THE INVESTOR CAN HEAR
 - WORDS PRONOUNCED CLEARLY
 - NO READING FROM A SCRIPT DESIGN

BUSINESS PITCH

ONCE YOU'VE SELECTED AN INVESTMENT OPTION, IT IS TIME TO PRESENT YOUR BUSINESS TO A PANEL (YOUR TEACHER). YOUR GOAL IS TO GET HER TO INVEST IN YOUR BUSINESS.

STEP 2 - DESIGN

DESIGN TWO TYPES OF ELEMENTS FOR YOUR BUSINESS PRESENTATION. ONE NEEDS TO BE VERBAL AND ONE NEEDS TO BE VISUAL. AS YOU PRESENT TO YOUR BUSINESS, YOU NEED TO INCLUDE THE VERBAL AND VISUAL ELEMENT

VISUAL:

- CREATE A VISUAL ELEMENT OF YOUR PRESENTATION THAT CAN PERSUADE ME TO INVEST IN YOUR BUSINESS.
- YOU ARE FREE TO CHOOSE WHATEVER TYPE OF VISUAL PRESENTATION YOU WANT, BUT HERE ARE SOME SUGGESTIONS:
PROJECT BOARD, SLIDESHOW, SAMPLES OF ACTUAL PRODUCT
- WHAT MAKES A GOOD VERBAL PRESENTATION?
- EYE CATCHING DISPLAY
- ENOUGH ITEMS TO SHOW WHAT YOUR BUSINESS IS ABOUT, BUT DON'T PUT SO MANY ITEMS THAT THE INVESTOR IS DISTRACTING

PRESENTATION

USE THESE NEXT PAGES TO BRAINSTORM IDEAS FOR YOUR PRESENTATION. WHEN YOU ARE READY, YOU MAY BEGIN CREATING.

PRESENTATION

USE THESE NEXT PAGES TO BRAINSTORM IDEAS FOR YOUR PRESENTATION. WHEN YOU ARE READY, YOU MAY BEGIN CREATING.

BUSINESS EVALUATION

1. WHAT WAS THE MOST DIFFICULT PART OF CREATING A BUSINESS PLAN?
2. WHAT WAS THE MOST VALUABLE THING YOU LEARNED?
3. WHAT WAS YOUR FAVORITE PART OF THIS PROJECT?
4. OVERALL, HOW DO YOU FEEL ABOUT YOUR INVESTMENT PRESENTATION. EXPLAIN YOUR ANSWER.
5. ON A SCALE OF 1-10, HOW WOULD YOU RATE YOUR BUSINESS? EXPLAIN YOUR ANSWER.