



Presents

# Build your KidBiz with *Mia Madison, CEO* Kid Business Kit

## Inspiring an entrepreneurial spirit with Mia Madison, CEO

Mia Madison is her school's premier kid-trepreneur (that's a kid business owner). She's started a successful pet-sitting business—Have-A-Nice-Vacation—and a seasonal lemonade stand—Pack Some Punch Stand. When Mia realizes that she can help her classmates through her business experience, she comes up with a great idea for her third business: KidBiz Tips with Mia Madison! Mia must put her problem-solving skills to the test as she helps her classmates get their businesses off the ground, work with customers, invent new problem-solving products, and more.

### This kit includes the following KidBiz tools:

- Idea Generator- to help you brainstorm business ideas
- Business Map- to help you make a business plan
- Buzz Builder- to help you attract customers
- Logo Maker- to help you design your perfect logo
- Poster Producer- to help you promote your business

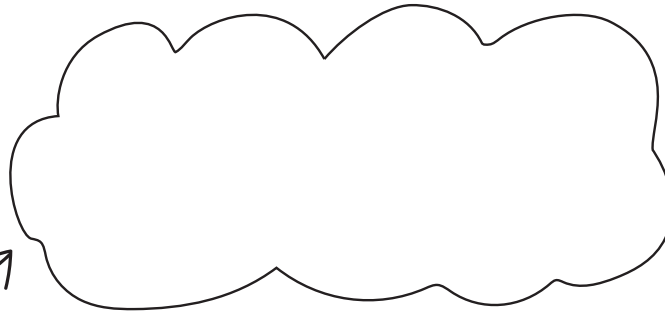
Follow along with Mia and her clients to develop your own kid business from concept to action plan, and you'll be on the way to becoming a successful kid-trepreneur!



Do you want to launch your own business but don't know where to start? Take the quiz below to help you find the perfect KidBiz.

## Step 1:

To get your creative juices flowing, brainstorm some common problems in your school, home life, or community that need to be solved.



## Step 2:

Answer these questions and follow the arrows to zero in on your business idea!

Do you already have an idea for a KidBiz?

Yes!

No

Is the solution something that you can or even want to do?

Yes!

No

Did you brainstorm a problem that needs to be solved?

Yes!

No

Do you have any special talents that can help someone?  
Ex: (reading or math tutor, computer or tech lessons, photography)

Yes!

No

Can you sell a product at a stand  
Ex: (lemonade, baked goods, crafts)

Yes!

No

Can you offer a service  
Ex: (lawn mowing, babysitting, household helper, car washing)

No

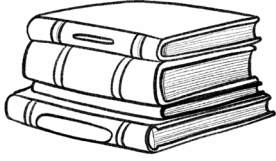
Yes!

**Congratulations!**

You're on your way to starting your own KidBiz!

Don't give up! Use this quiz as a starting point for brainstorming. Interview your friends and neighbors to see how your special skills and talents can help solve problems and turn them into a business!

My Perfect Business Idea is:



# KidBiz

## BUSINESS MAP



Business Name



### Problem ?

What problem will your business solve?

### Solution!

How will your business solve the problem?

### Products or Services

Describe the products or services your business will provide:

-----  
-----  
-----  
-----  
-----

### Target Customers

Who will buy your products or services?

Ages



Additional Demographics  
(How they behave, what they like, where they live, etc.)

-----  
-----  
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What will you do to make sure people find out about your business?

## Price

How much will your products or services cost?

- Be sure to think about the cost of materials and how much money you want to make (profit).

\_\_\_\_\_ (Materials) +  
 \_\_\_\_\_ (Profit) = \_\_\_\_\_ (Cost to Customer)

Is there something you'd be willing to trade your time/service for instead of just charging money?

\_\_\_\_\_

\_\_\_\_\_

## Start-up Costs

How much money do you need to start the business?

- Think about all of the supplies you will need to create your products or promote your business.

Supplies	Cost

## Competitors

What other products, services, or solutions could customers choose instead of yours?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

Check out  
 Sun Valley Upper  
 Elementary's premier  
 kid-trepreneur in:





# KidBiz

BUZZ BUILDER



**Buzz**

## Business Name

What is the name of your business?

## Description

What products or services will your business provide?

## Objective



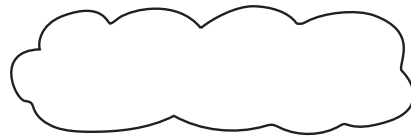
----- customers or sales  
(number of)

in -----  
(days, weeks or months)

## Target Customers

Who will buy your products or services?

Ages



Additional Demographics

(How they behave, what they like, where they live, etc.)

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# Strategy Brainstorm

What are some ways that your target customers find out about things? Do they go to a specific place regularly? Do they see signs somewhere? Will any of these work for them?

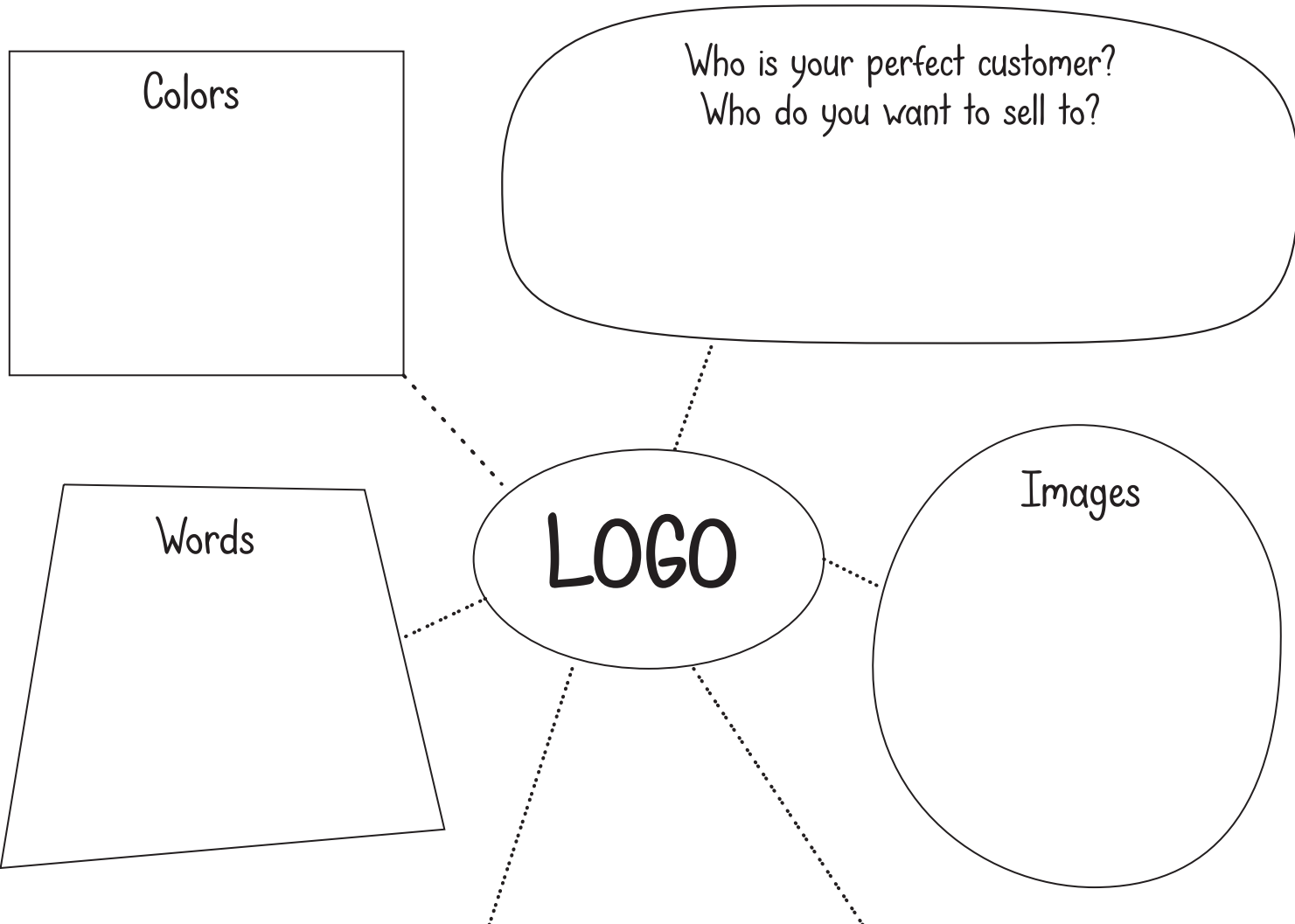
	Could this work?	Will I do it?	How I will do it?
<b>Outdoor Ads</b> Signs or flyers posted in your neighborhood or community.			
<b>Door-to-Door</b> Knocking on someone's door (always with a grownup!).			
<b>Table</b> Seeing you at a table or stand set up somewhere.			
<b>Handouts</b> A handmade or printed piece of paper you've put in mailboxes, left in a busy location, or handed out.			
<b>Other</b> Add your ideas here.			



Check out Sun Valley Upper Elementary's premier kid-trepreneur in:



**KidBiz Logo Maker** To create your perfect KidBiz logo, start by filling in the mind map below with words and images that come to mind when you think about your new business.



If your business was...

An animal .....

A flavor.....

A texture .....

What would it be?

How does your business make people feel? (Excited, hungry, happy, relaxed, etc.)

*Hopscotch*  
GIRLS

# Design Your Logo!

Choose an image or symbol from your brainstorm to represent your business.

Write your business name in an interesting way. Experiment with size, capitalization and style.

Choose one or more colors that relate to your business.

Try writing your business name around a shape or image. Other options include:

- Inside a shape
- Above or below an image
- To the left or right

## Samples and Inspiration!



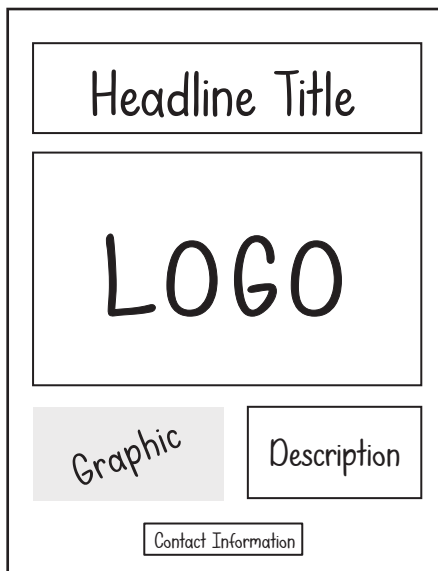
## Draw your final logo here



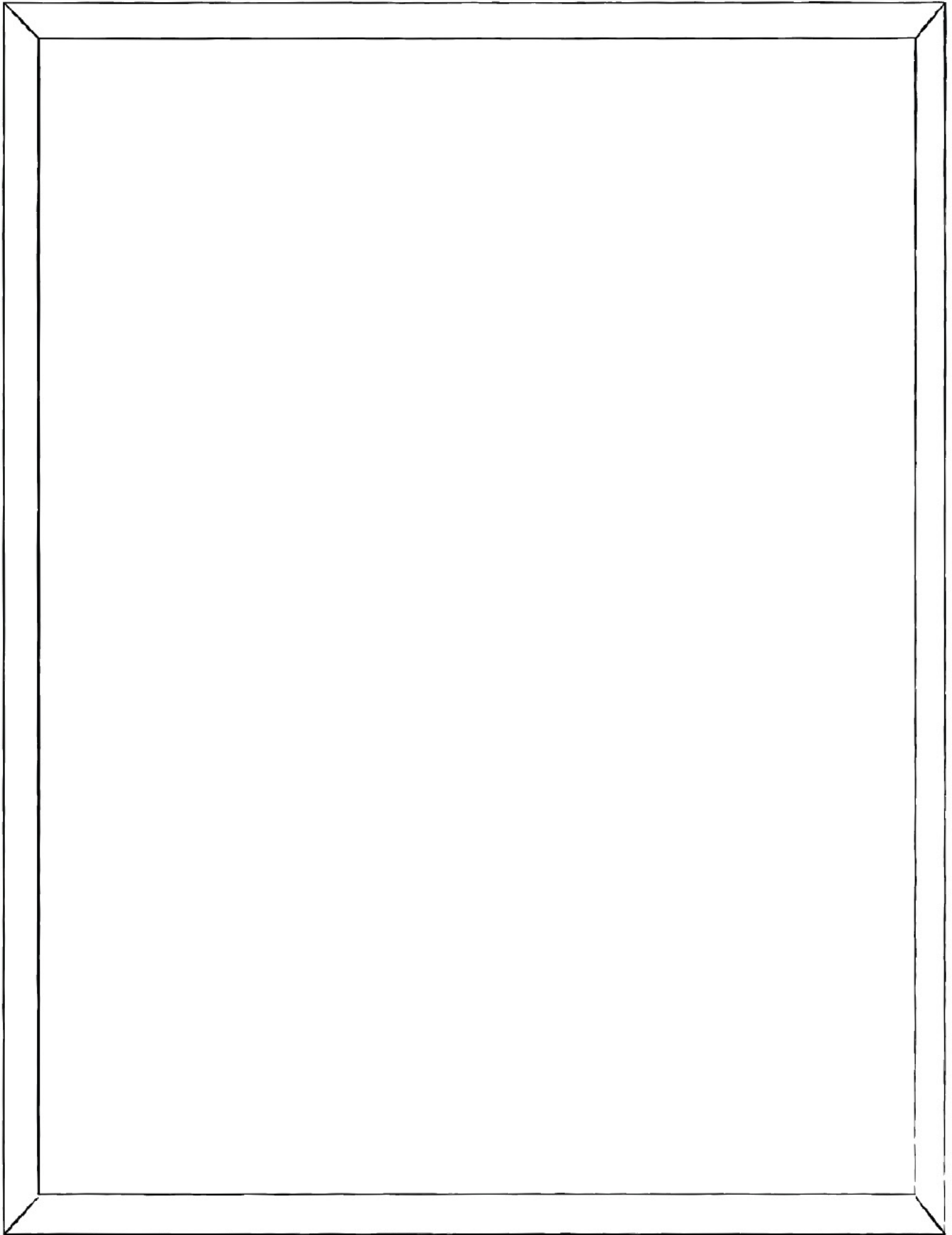
# KidBiz Poster Producer

Design a poster to promote your new business! Be sure to include a catchy title or headline, image, your logo, basic information about your business, and a way for potential customers to contact you (always through an adult for safety reasons).

- 1 **Headline Title**
- 2 **Graphic**
- 3 **Description text goes here about how great your new business is!**
- 4 **LOGO**
- 5 **Contact Information**

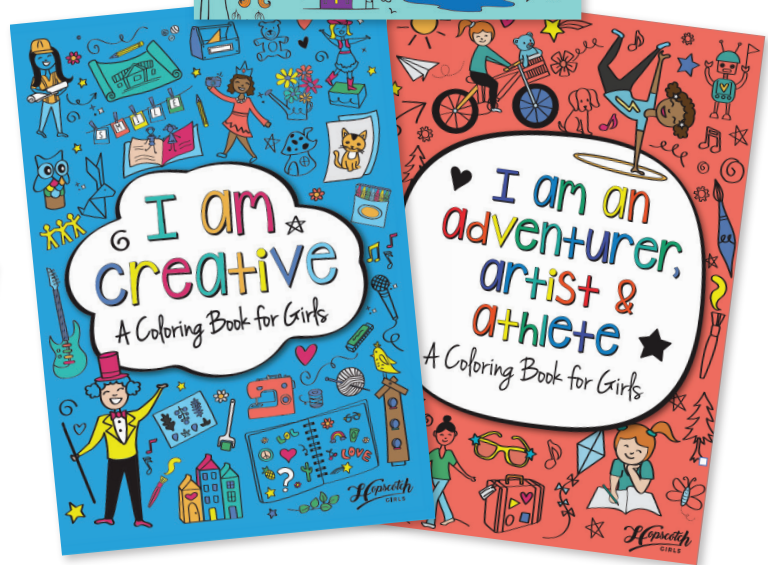


*Your Poster Design Here*



For free downloads, craft ideas, and resources on building confidence and self-esteem, visit:

[Hopscotchgirls.com](http://Hopscotchgirls.com)



Hopscotch Girls is a social enterprise created by a mom frustrated by the typical pink/princess/beauty gifts available for girls. Known for the bestseller *I Am Confident, Brave & Beautiful: A Coloring Book for Girls*, Hopscotch Girls believes it should be easier to find products for girls that build confidence and self-esteem, combat stereotypes, and are fun.