

BIZ KIDZ ACADEMY

Workshops,
Shark Tank Competition &
Market Day for
Kidpreneurs

Inspiring Kids to Start a Business,
Make Money and
Be Their Own
BOSS!





Registration is now open for the 2018 Biz Kidz Program

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 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.

Our Workshops

Biz Kidz workshops are offered in Columbia Maryland starting Saturday, February 3, 2018. Our workshops provide aspiring young entrepreneurs the skills required to become thriving CEOs. Workshop participants are provided a wide variety of skills and practices that range from creating and pitching a business idea to selling innovative business products and services during a Kidpreneur Marketplace. Professional guest speakers, business owners and community leaders provide participants with the guidance and expertise required to launch and cultivate their entrepreneurial ideas.

Written Communications and Computer Technology Skills:

Written communications and computer skills are enhanced as workshop participants creatively develop computer-generated marketing materials including business cards, event flyers, posters, news releases, etc. Students are provided a wealth of resources designed to offers grammar, research, and writing practice

Speech Writing and Presentation Skills:

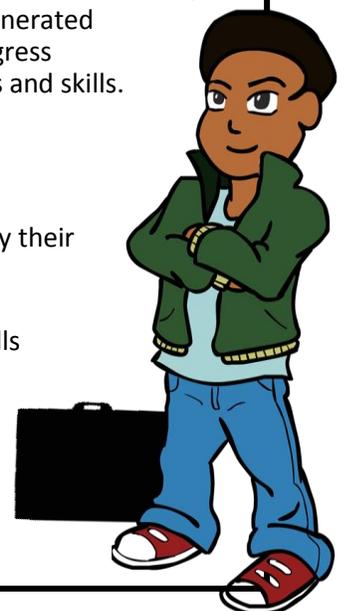
Speech writing and oral presentation skills are improved as students create persuasive business presentations. Emphasis is also placed on enhancing kidpreneurs ability to confidently deliver a convincing Shark Tank business pitch.

Business Portfolio Development:

Throughout the workshop series, kidpreneurs will build a business portfolio that displays their weekly collection of business documents and computer-generated marketing tools. The purpose of the portfolio is to track the professional progress our young entrepreneurs and showcase the progress of their business talents and skills.

What We Do:

- Build kids' confidence, self-awareness, insight and vision
- Inspire business-minded kids and teens to use their imaginations and apply their unique talents to develop creative business products and services
- Motivate kids to set short-term and long-term goals
- Enhance kids' ethical, decision-making, reasoning and problem-solving skills
- Build kids' leadership and team building abilities
- Introduce kids to practical business concepts, theories and ideas
- Provide kids with early lessons and practices in money management, marketing, providing good customer service, budgeting, etc.
- Encourage kids to make meaningful contributions to their community
- And Much More.....



Workshop Topics

Brainstorming (Creating Business Ideas)

Brainstorming offers great benefits to kid's critical thinking and problem-solving skills. The goal of this workshop is to inspire young entrepreneurs to brainstorm creative business ideas based on their passions, talents, and skills. Workshop participants will explore imaginative ways they can turn their innovative ideas into a small money-making business.



Setting Goals (Developing a Vision Board)

Children 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 workshop is to enhance participant's goal setting skills as they innovatively develop a vision board that vividly displays their entrepreneurial goals.



Developing Ideas (Generating a Business Plan/Portfolio)

Entrepreneurs who strategically organize the essential components of their business are more likely to be successful. Based on their innovative business idea, students will write a basic business plan. Students will also explore the key elements required to develop a business portfolio that professionally showcases their business documents and materials.



The 4Ps of Marketing (Developing a Simple Marketing Plan)

Kidpreneurs will create a business brand by developing 4 P's of Marketing (Price, Product, Promotion, and Place). Workshop topics include will include safe online marketing tips using social media, text messages, e-mails, websites and more. Creating logos, posters, flyers, slogans, etc. will also be covered.



Kid\$ Count...(Managing, Saving and Investing Money)

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.



From Classroom to Marketplace (Practical Real-World Application)

During the final workshop session, students will apply what they have learned throughout the five weeks to a real-world business event. Young entrepreneurs will prepare to participate in a Biz Kidz Market Day, Shark Tank Competition and Award Ceremony, where they will sell their creative business products to the community, deliver a business pitch, compete for scholarships and prizes and receive special recognition during an Award Ceremony.





Market Day, Shark Tank Competition & Award Ceremony

The Interfaith Center

5885 Robert Oliver Place, Columbia, MD 21045

Saturday, April 21, 2018

11:00AM – 5:00PM

Market Day

Upon completion of the six-week workshop series, kidpreneurs will experience the thrill of taking their product to market. Young entrepreneurs will practice financial literacy skills (handling money) and gain experience in customer service and sales as they retail their products and services to the public. The Biz Kidz Market Day is an awesome opportunity for parents, family, friends and the community to support their young future business leaders.

Shark Tank Competition

Kidpreneurs are encouraged to compete in our Shark Tank Competition where they will deliver a business pitch based on their unique business idea. First, second and third place prizes will be awarded to winners in three different age/grade levels (including elementary, middle and high school). Participants will be provided an overview of the competition's guidelines, evaluation process, judging criteria, and questions.

Award Ceremony

As part of Le'Chic Academy's commitment to inspire young entrepreneurs, we are proud to sponsor our annual Biz Kidz Award Ceremony to support promising entrepreneurs. During this special recognition event, our kidpreneurs are presented with prizes, awards, business resources and a "Biz Kidz" Certificate of Workshop Completion.

Sponsorships & Volunteers Needed

Do you want to help sponsor a Biz Kidz workshop, Market Day, Shark Tank Competition or other Biz Kidz event?

Le'Chic Academy is looking for partners, sponsors and volunteers, including businesses, churches, non-profit organizations and even families, to get involved.

Le'Chic Academy Foundation is a faith-based 501 (c) non-profit organization developed to inspire girls and boys, of all faiths and nationalities, to be successful kidpreneurs.

Contact us today and find out how you can get involved.

