

# Join THE STARTUP SQUAD<sup>®</sup>

Celebrate Take Your Child to Work Day with this interactive workshop kit designed to inspire kids to start their own business. Based on the book by **Brian Weisfeld** and **Nicole C. Kear**



# Instructions for the workshop leader.

**Timing: 45–50 minutes**

**Recommended Ages: 8–12**

This kit is designed to give budding entrepreneurs the opportunity to imagine what it's like to create their own business. From logos to business cards to elevator pitches, children attending the workshop will have the opportunity to put their creativity and marketing skills to the test.



1. Before the start of the session, pass out spare paper, pencils, pens, colored pencils or markers (optional for logo design), and scissors for the tables to share.
2. We recommend walking the participants through the directions for each section, taking questions then giving them 5-10 minutes to craft the corresponding part of their business plan.
3. At the end of the session if time allows, consider having the participants present their business in front of the group. Pass out the attached ballots for participants to vote on the best marketer (logo design), best seller (sales pitch) and best in business (best overall plan).
4. Set up three buckets or cups for participants to cast their votes. Collect the ballots and announce the winners.

Share your participants' best businesses on social media by tagging [@TheStartupSquad](https://www.instagram.com/TheStartupSquad). Check out more business tips on [TheStartupSquad.com](https://www.TheStartupSquad.com)

# PICK YOUR BUSINESS!

Do you love walking dogs?  
Taking photos at family  
events? Making jewelry for  
all your friends? Select one  
of the ideas below to turn  
into a business, or  
create one of your own!

## Running a Lemonade Stand

Dog Walking

Babysitting

Jewelry Making

Car Washing

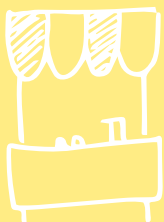
Tutoring

Birthday Party Planning

Event Photography

Social Media Management

Gardening & Yard Work



# NAME YOUR BUSINESS!



Choose a name for your business. It should sound fun, but also clearly say what the business is. (“Lickin’ Lips Lemonade” is a great example.) Write the name you created in the space below.



*Startup Squad Tip:* You may also want to come up with a clever slogan that people will remember and that will tell them even more about your business.

# DRAW YOUR LOGO

A logo is a symbol used to distinguish and promote your business. Create a logo that will grab people's attention and maybe hint at your product. Consider using bright colors to make it stand out.




In the space below draw your finished logo.

A large, empty white rectangular box with a thin black border, intended for the student to draw their logo.



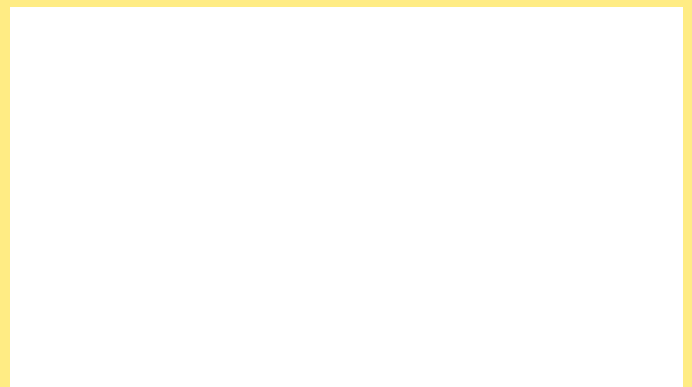
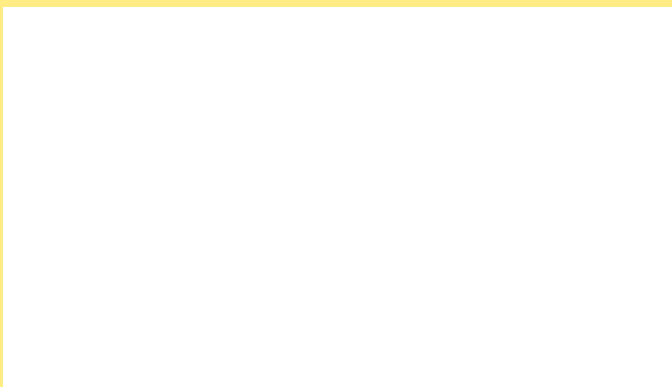


# MAKE YOUR OWN BUSINESS CARDS!



It's important to tell people who might be interested in your business what you're offering. How can you reach them? Be sure to have your business cards on hand to share with anyone you meet.

Include your name and business logo and the best way for them to contact you. If you want, you can even create your own business email address.

*Startup Squad Tip:* Remember to ask your parent or guardian for permission when using your home address or phone number!



# CRAFT THE ELEVATOR PITCH!

Using the below prompts, write out a pitch (a short speech) that will convince people to support your business. Rehearse your pitch so that you feel comfortable talking to people you don't know. Is your business for a special cause? If you're raising money for a charity or a special trip, talk about it. People feel good about giving money to charity and helping others reach a goal.

*First you need to get people's attention:*

Hello! • Good morning / afternoon • I like your shirt



*Then you need to tell people what you are selling and why:*

I'm excited to tell you about . . . • This is my . . .

It's unlike any other . . . because . . . • With the money raised (I/we) hope to . . .

*Finish by asking your potential customer what you would like them to do:*

Would you like to buy some of my product? • Would you like to support my cause?



*Startup Squad Tip:* If you're feeling shy, think of it like playing a part in a play. Practice the role of salesperson and remember to look people in the eye when you speak to them!

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Congratulations! You're a business owner!

Read about girls your age starting their own lemonade stand in **THE STARTUP SQUAD**, a novel by Brian Weisfeld and Nicole C. Kear or visit [thestartupsquad.com](http://thestartupsquad.com) for more business tips.

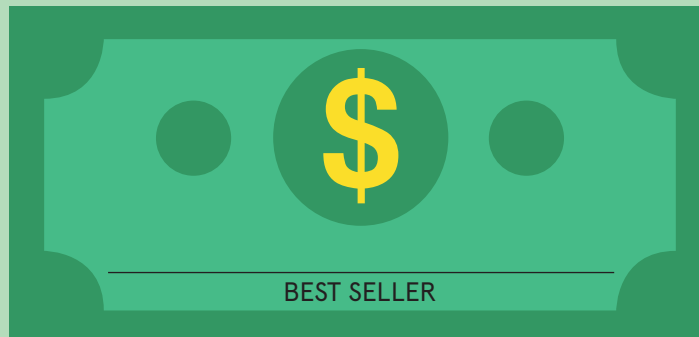
VOTE ON  
YOUR  
FAVORITE!

Vote for  
your favorite  
business!

**Best Marketer:** Who has your favorite logo?



**Best Seller:** Who gave the best pitch?



**Best In Business:** Which business do you think is most likely to succeed?







**About the books:** Resa, Harriet, Amelia, and Didi are the Startup Squad in this series about friendship and entrepreneurship from Macmillan Publishing that has been called “The Baby-sitters Club for the next generation.” Join the girls as they face the challenges of sixth grade, friendship, and siblings all while running a lemonade stand, selling t-shirts, and more. Each book also features tips for kids starting or running their first businesses, plus an inspirational profile of a real-life girl entrepreneur.

**The authors:** **Brian Weisfeld** has been building businesses his entire life.

In elementary school, he bought gummy bears and hired his friends to sell them. As a teen, he sorted baseball cards, babysat, and sold mixtapes. As an adult, he helped build a number of well-known billion-dollar companies including IMAX Corporation and Coupons.com. He lives in Silicon Valley with his wife and two daughters.

**Nicole C. Kear** grew up in New York City, where she still lives, with her husband, three firecracker kids and a ridiculously fluffy hamster. She’s written lots of essays and a memoir, *Now I See You*, for grownups, and *The Fix-It Friends* series for kids. She has a bunch of fancy, boring diplomas, and one red clown nose from circus school. Seriously.

**About The Startup Squad:** The Startup Squad was founded by

Brian Weisfeld as an initiative dedicated to help girls reach their potential, whatever their passions. The Startup Squad believes that entrepreneurship can help elementary school girls develop important life skills, be all they can be, and chase their dreams with confidence and conviction. Whether she’s opening her first lemonade stand or launching her business on Shark Tank, The Startup Squad encourages each and every girl to embrace her unique gifts, believe in her abilities, and break the proverbial glass ceiling—because Girls Mean Business.



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