

# Entrepreneur Fair

## *“Keep Calm and Profit On”*

Donna Albertson  
West York Area School District

### Career Education and Work Academic Standards

- 13.4.3 A, B, C
- 13.4.5 A, B, C

### Teacher Resources

- [Kid Entrepreneurs](http://kidentrepreneurs.wikispaces.com/) - <http://kidentrepreneurs.wikispaces.com/>
- [From Idea to Market](https://www.entrepreneur.com/article/217332) - <https://www.entrepreneur.com/article/217332>
- [How to Turn Your Idea into a Product](http://www.businessnewsdaily.com/8773-turn-your-idea-into-a-product.html) - <http://www.businessnewsdaily.com/8773-turn-your-idea-into-a-product.html>

### Essential Question

- What is an entrepreneur? How does an entrepreneur build a business out of an idea?

### Procedure

- JA BizTown unit previously taught before the Entrepreneur Fair project is introduced
- Students define entrepreneurship using class Padlet
- Discuss and define entrepreneurship
- Ask students to describe entrepreneurship character traits using class Padlet
- Relate entrepreneurship to past experiences such as lemonade stand, bake sale, crafts, etc.
- Play Kahoot! to identify the risks and rewards of entrepreneurship
- Share examples of entrepreneurs
  - Over \$1 Million in Sales For The 15-Year-Old Entrepreneur Behind Fish Flops <http://bit.ly/1yEY4KN>
  - 11 Successful Kid Entrepreneurs Keeping Their Eye on the Prize <https://www.entrepreneur.com/slideshow/273222>
  - What You Can Learn From 8 Kids Already Making a Million Dollars <https://www.entrepreneur.com/article/241189>
  - Personal example of water bottle holder purchased on Colorado vacation 2016

- Past student projects from previous classes
- Brainstorm steps necessary to bring an idea to market
  - [From Idea to Market](https://www.entrepreneur.com/article/217332) - https://www.entrepreneur.com/article/217332
  - [How to Turn Your Idea into a Product](http://www.businessnewsdaily.com/8773-turn-your-idea-into-a-product.html) - http://www.businessnewsdaily.com/8773-turn-your-idea-into-a-product.html

*Pep Talk from Kid President on YouTube*

- Plan the Entrepreneur Fair
  - Create class requirements list together
  - Distribute requirements and checklist to students
  - Select a date for the Entrepreneur Fair and invite people
- Hold the Entrepreneur Fair

Options:

- Connect with another class to seek problems that need solved

Feel free to type the shorten URL or scan the QR Code to check for any updates to this lesson:

- <http://bit.ly/2IfkLKS>



## Entrepreneur Fair Requirements

### *“Keep Calm and Profit On”*

Students have an original idea - no classroom duplicates

- New product
- Idea must be approved
- Work in pairs
- You may partner with another group to create a business that groups similar consumer products together (Ex. pets) - must be approved by teacher first

Must have a list of materials including pricing information

All partners must contribute equally

Must have a price set for your product

- How much does it cost to make?
- How much profit will you earn for each item sold?

Tri-fold posterboard display

- Business name
- Product name
- Materials list - including cost of materials
- Suggested price for product- including projected profit for each item sold
- Pictures of product (may include pictures of how it is created & final product)
- Infomercial - [Four Great Kids](#), [Kid Snippets Weight Loss Infomercial](#)
- Advertisement
- Blog (Kidblog... persuasive or informational)
- Make it look professional... QR Codes, word clouds, etc.



## Entrepreneur Fair Checklist May/June 2016

Place a checkmark next to each item as it is completed:

- Your product has been approved by your teacher
- You have a name for your business
- You have a name for your product
- You have a list of materials along with prices for each material listed
- You projected your potential profit
- You created an infomercial
- You saved your infomercial to the M:Drive so it may upload it to Vimeo
- You created a visual advertisement (either by hand or on the computer)
- You have a tri-fold board
  - Your business name is displayed
  - Your product name is displayed
  - Your first name only is displayed on the tri-fold board
  - Your tri-fold board looks professional
  - Your infomercial is displayed on the tri-fold board using a QR Code
  - Your advertisement is displayed on tri-fold board
  - You included pictures of your product
  - You wrote a reflection about this project (Google Docs, Kidblog, text on QR Code, etc.) and displayed it on the tri-fold board using a QR Code

