

SPLASH EVENT 2010
Teen Entrepreneurship: Putting the Bread Before the Butter
Date: November 13-14, 2010
Instructor: Ingrid Heller
ingrid@projectintegrity.biz
[www. projectintegrity.biz](http://www.projectintegrity.biz)

Books (NOT required!):

Kidpreneur (Dallas Crilly)
Mojo (Marshall Goldsmith)
Rich Dad Poor Dad
PII

Syllabus

I. Introduction (20 minutes)

Who am I?

Who are you?

- passions
- career goals
- worker vs. owner

Why entrepreneurialism?

- the "bad economy"; entrepreneurship. as solution to
- sustainability

Successful Teen-preneurs

- "Kidpreneur"

II. Business Basics (20 minutes)

Demographics=Viability=profit potential

Who are your customers/clients?

Why are they your customers?

Where are your customers?

How many?

Repeat customers?

Credentials

What makes YOU qualified to sell your product or service?

- financial backing?
- personal skills and knowledge?
- mojo

SPLASH EVENT 2010
Teen Entrepreneurship: Putting the Bread Before the Butter
Date: November 13-14, 2010
Instructor: Ingrid Heller
ingrid@projectintegrity.biz
[www. projectintegrity.biz](http://www.projectintegrity.biz)

III. Parts of a Business Plan (20 minutes)

Executive Summary.....

Marketing

 Market Description.....

 Competition.....

 Selling Strategy.....

Organization

 Legal Structure.....

 Insurance.....

 Management.....

 Advisors.....

Financial Plans

 Cash Flow Projection.....

 Profit & Loss.....

Additional Information

 Website component.....

 Brochure(s)

 Sample Contracts

IV. Conclusion (10 minutes)

- *links and suggested readings:
 - small business association
 - women's initiative
 - kidpreneur
 - pii
 - other

V. Market Research (20 minutes)

Cafe Generation Surveys as example of the M.R. process

VI. Teen Networking Session (20 minutes)

Time to talk freely with each other about your ideas and passions!