



Workbook Outline

Our outline gives you a quick look at what we're going to Dream about and explore in the next 8 sessions.

Week One

Getting Started

Discover what it means to be an entrepreneur, how to brainstorm, and figure out who your customers might be. Find the perfect business idea that's just right for you!

Week Two

Dream Big

In this section learn how to choose a great business name and what makes your business stand out. Find out what a vision and mission are and why they're important!

Week Three

Building Your Brand

We're going to Discover what makes a logo different from a brand, create your own logo and brand identity (what your brand looks like), and get your business ready to start marketing.

Week Four

Market Research

Let's learn about market research, which is finding out what people like and need, by asking simple questions and doing easy surveys. This helps us create products or services that people will want to buy.

Week Five

Business Planning

This section is all about finances. You will learn to manage money for your business, how to budget, keep track of earnings and expenses, understand tax, and when to use receipts and invoices to stay organised and grow.

Week Six

Customers, Employees & Suppliers

It's time to learn what customers, employees/helpers & suppliers are, how to work well with each one, and how to handle any problems that might come up.

Week Seven

Making it Happen

Let's dive into how to grow your business! We'll explore setting exciting goals for both your business and yourself. Plus, you'll learn how to turn all your awesome ideas into a simple Business Plan Map!

Week Eight

Show and Sell

You have covered everything! Now it's time to get your product ready, make marketing materials, plan your sales pitch, set up for the Kids Market, practice selling, and think about what you learned.