



BIZ KID\$

Episode 124: Building and Growing a Business

Episode 124 Synopsis:

From start-up on up! Follow the Biz Kid\$ as they learn the necessary steps for organizing, staffing, training, and building a new business. You will see how effective communication increases morale and makes the business grow. As always, you'll meet some individuals who have successfully built their businesses.

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Biz Kid\$ Curriculum Package #124



BIZ KID\$

BIZ TERMS

Episode 124: Building and Growing a Business

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|------------------------|---------------------|
| 1. accounting system | 14. foundation |
| 2. branding | 15. funding |
| 3. business insurance | 16. goals |
| 4. business plan | 17. incorporate |
| 5. capital | 18. invest |
| 6. collaborate | 19. location |
| 7. communication | 20. marketing |
| 8. community relations | 21. options |
| 9. competition | 22. organization |
| 10. employees | 23. promotion |
| 11. expand | 24. proper training |
| 12. Federal Tax ID | 25. reinvest |
| 13. feedback | 26. staffing |

Suggestions for using Biz Terms include:

- Have students research and write dictionary definitions.
- Discuss the use of these terms in the episode of "Biz Kid\$".
- Have students construct sentences using these terms.
- Have students write paragraphs, stories, dialogs, "raps", or lyrics.



Episode 124 Building and Growing a Business

Equipment/Materials/Prep needed:

Day One and Day Two:

- TV or projection system
- DVD player
- DVD of Episode 124

Day Two only:

- Student copies of the "Family Activity Sheet".
- Student copies of the "Biz Terms" Sheet.
- Paper, pens, pencils, color markers, and highlighters for students making ads and posters.
- Computers for students to explore web sites listed.
- Guest speaker to be greeted and directed to the correct location for the session.

Preparation:

- Check to be sure needed equipment is available and operational prior to the sessions.
- Gather listed materials.
- Make an appropriate number of copies of the "Biz Terms" Sheet and the "Family Activity Sheet".
- Invite guest speaker from the local community regarding fraud and how to prevent being scammed.





Episode 124: Building and Growing a Business

Day One

Previewing Questions:

Day One Introduction

Welcome students/youth to **"Biz Kid\$"** and introduce yourself, giving your name and job title.

Explain that **"Biz Kid\$"** is a program to help people become financially educated, learn work-readiness skills, and to even become entrepreneurs...Biz Kids!!! They can view the program **"Biz Kid\$"** with their families on Public Television stations all over the country, and also participate by using the **"Biz Kids"** web site. Today, they get to see an episode with you.

Today's pre-viewing questions:

1. Have you ever planted a seed and watched it grow?
2. Have the students describe the steps they had to follow and the care they needed to provide to make sure that the seed grew.

The students should mention that they:

- Choose what they wanted to plant.
- Dug a hole and planted the seed in a location where it would get enough sunlight.
- Watered the seed when necessary.
- Cared for it as it grew.



Explain that starting a business is similar to growing a garden. Just as plants require special care and attention to grow, a business has its own needs so it will blossom. Also, much like a plant, a business goes through stages as it grows.

One group of young entrepreneurs you're about to see in this episode of **"Biz Kid\$"** started a business called **"Food From the Hood."** They explain how they began and grew a business of their own. What was their motivation to begin the business?

Let's watch the program now, and continue our discussion following the viewing.

Show Episode 124: "Building and Growing a Business"

Activity to follow viewing the program together:

1. Ask the students to reflect on what they saw and heard.
2. Ask them how **"Food From the Hood"** started.

(They should respond that the high school students developed their idea for a business out of a desire to make a change in their community.)

- 3, Ask students to list things and/or ideas the group needed to help its business grow.

Some ideas might include that the company needed:

- Employees
- Materials
- Equipment
- Space



Next, ask the students to describe what changes occurred within the organization that made the business grow.

Students should comment that the company:

- Changed the focus of the organization from donating vegetables, to selling vegetables, to producing and selling salad dressing.
- Hired employees.
- Developed and perfected its products.
- Marketed its products.
- Developed an accounting system to track its sales and expenses.

Remind students that every business goes through different stages as it develops and grows.

Thank students for their time and attention, and let them know they'll learn even more in the next session!



Episode 124 Building and Growing a Business

Day Two

Day Two Introduction

Play part of the theme music for "Biz Kid\$" from the episode intro to motivate and engage the students. Then stop the music, welcome the students/youth to today's session, and introduce yourself.

Review and Connect with the Previous Session

In the previous session, you were introduced to quite a variety of young entrepreneurs in the "**Biz Kid\$**" episode. Have you ever eaten a "Thin Mint Cookie Sneaker"?

Angela and Vanessa loved pastries and started a bakery with a line of pastry sneakers. They expanded into a line of apparel, and have plans for expansion in the future. They said that "**it all begins with something small.**"

Eric started "**All High Sports**", an online mailing system that sends high light tapes and information about athletes to colleges and coaches. His words of wisdom: "**Keep your head in the game, and the game in your head.**"

"**The Hot Spot**" is an espresso stand located at a school that sets personal goals for its employees, and celebrates their success.

The importance of good communication was emphasized repeatedly.

The young people running the business "**Food From the Hood**" were



inspiring and very successful at expanding their product line as the business grew. They wanted to make a difference in their community, and helped themselves in the process.

The “Krochet Kids”, Cole, Ryan, and Travis trained women in Uganda, Africa to crochet hats and make money to support themselves. The ultimate goal of the company is to help more people, and add to their product line in order to do that.

Activity One

Remind the students about your earlier comments relating garden growth to business growth.

Distribute a **“Growth Stage Matching Worksheet”** to each student. As a class, review the worksheet by explaining that for each gardening stage on the right-hand side of the worksheet, there is a corresponding stage that a business goes through as it begins and grows.

Separate the students into pairs and allow them to work together to complete the worksheet.

*The activity should take between five and ten minutes.
When time is up, call on student volunteers to provide the correct answers.*

Growth Matching Worksheet Key

Stage 1: Decide to start a garden. ___ C

Stage 2: Plan your garden. ___ F

Stage 3: Gather your equipment. ___ H



- Stage 4: Plant the seeds. ___ A
- Stage 5: Provide water and sunlight. ___ E
- Stage 6: Feed the seeds. ___ J
- Stage 7: Care for your plants. ___ D
- Stage 8: Watch out for pests. ___ B
- Stage 9: Watch your plants grow. ___ G
- Stage 10: Plant new seeds. ___ I

Activity Two

Distribute a **"Business Growth Process"** page to each student.

Explain that on this page, they will label each box with the correct business growth stage. Using the worksheet they just completed will help with the labels. Then, they are to illustrate the different stages of business growth.

They can choose any business they'd like to use as an example for the illustrations.

Allow about 15 minutes to complete this activity. If students would like to share their work with each other, give them a few minutes to do so.



Summary and Review

Ask the students if they can think of additional ideas that a new business owner would want to consider when developing his or her company.

Some responses may include:

- Deciding on a business location.
- Keeping track of business finances.
- Meeting all the legal requirements for operating a business.
- Tracking customer feedback.

Distribute the **“Family Activity Sheet”** and the **“Biz Terms Sheet”** to each student to share with their families.

Thank students for their participation and attention.



Episode 124 Building and Growing a Business

Family Activity Sheet

Episode 124 Synopsis:

From startup on up: The Biz Kid\$ follow the steps necessary for organizing, staffing, and training in a new business. Then they see how effective communication increases morale and makes the business grow.

Family Activities:

When building a business, branding is a major element that your child may not immediately consider. A brand is everything customers know about a company, so it's in every business owner's best interest to think about the qualities that he or she wants people to associate with the products the company sells or the services it provides.

Work with your child to develop a list of qualities that people should associate with his or her business. The list could include anything from being honest to being environmentally friendly. Once completed, remind your child that he or she needs to consistently provide services that inspire customers to associate the business with the qualities listed.