

On June 6, 2020, from 10am to 2pm, North Point School will host its 5th Annual “Boys in Business” Business Fair. Each year hundreds of Calgarians come to North Point and shop at the small businesses managed by our young entrepreneurs. **With approximately 75 booths, 400 attendees and sales revenue of \$20,000** anticipated, “Boys in Business” is **one of Canada’s largest children’s business fairs**.

Our boys in all grades experience first-hand the **entrepreneurial process** in a real-life marketplace where they build their skills as future businessmen. Over the course of several months each student will work on their product or service and complete an online business plan that includes **Pricing, Cost Structure and Profitability Goals, Marketing and Presentation**, and a **Business Operations Plan**.

**Businesses** can be products or services, such as self-made handicrafts, clay miniatures, fashion accessories, toys, paintings, handmade soaps, creative games, face painting, magic tricks, singing, playing an instrument...

On event day, students prepare their booths, display products or services and manage customer sales. **Students keep the money they earn!** **Guest judges** will evaluate each business based on booth presentation, interaction with customers, product knowledge and business plan. **The Financial Academy encourages all students to be creative, successful and profitable in their ventures.**

***Send us photos of student’s work-in-progress for our website and archives!***

## Guidelines

- ◆ Students must work individually – no teams.
- ◆ Two students will share a 10-foot x 10-foot canopy-covered booth.
- ◆ Each student will be provided with a 6’ table and 2-chairs.
- ◆ No electricity will be provided, and no generators are allowed
- ◆ Parents of younger children (up to 7 years old) may sit in their booth, but the students are responsible for sales and interacting with the customers.
- ◆ This event is designed to give children a taste of selling a product. Please let them have that experience. Children should make signs, booth designs and do most things on their own!
- ◆ Parents may not sell to customers or promote the student’s product.



## Guiding Principles for Parents

Ask open ended questions about his business. Allow your child the gift of wonder.

Allow your child the gift of seeing the fruit of hard work.

Treat your child as the sole owner. Let the child make the plans and the decisions as much as possible.

Provide encouraging words and be enthusiastic. A positive atmosphere while working on a project can be the determining factor to a successful and profitable endeavor

## May 1<sup>st</sup> Due Date for Your Business Plan

To access the [online business plan](#) from home you’ll need your North Point email and password. Follow the instructions and submit when finished.

**NOTE: You can change or update your online business plan after it has been submitted** by following the form instructions. You can also [download a printable form](#). Your Google Classroom has all relevant documents.

## Timeline to June 6



Financial lessons will focus on Entrepreneurship, Business Ideas, Making a Budget, Creating a Business Plan, Branding, Booth Preparation and Marketing & Sales Strategies.

# Judging efforts and achievements at the Business Fair

Judges will be touring the exhibits, talking with students, and judging the booths. Students should be prepared to present a 3-4 minute overview of their display. Judges will ask questions, provide encouragement and offer feedback on their hard work. Judging is on a rating scale from 1-10 and includes:



**Booth Presentation—Visually appealing. Connection of the booth to product/service is obvious.**

**Engagement and Interaction—Engagement in conversation. Presentation, product or service draws in customers.**

**Knowledge of Product or Service—Key terms used correctly in connection to product/service.**

**Written Business Plan – (required) Judged by Mr. Groberman— Written component is clear and free of errors.**

## FAQs

**Will the Business Fair be promoted?** Yes, on Facebook, Instagram, Twitter and other social media platforms. Posters will be printed and distributed to student’s families and local businesses.

**Will the media be present?** Perhaps. Press releases will be sent to radio, T.V. and newspaper media in advance.

**Is cooking allowed?** Cooking of any sort is not allowed.

**Can a student offer more than 1 product or service in the booth?** Yes, multiple items can be sold.

**Can family and friends come too?** Absolutely! The Business Fair is open to the public.

**For more information contact Bruce Groberman, Director of Financial Education, [bgroberman@northpoint.school](mailto:bgroberman@northpoint.school).**

## Guidelines for selling food at the Business Fair

**Environmental Public Health requires all home baked foods offered for sale are low-risk, which means foods that do not support bacterial growth or require refrigeration.**

- ◆ Sell only low-risk baking items (see below). Buy ingredients from approved sources, like a grocery store.
- ◆ Wrap all baked goods with new, clear plastic to protect it from contamination, dust, and pests. You should label wrapped goods with the source of the product and a list of ingredients in case of allergies.
- ◆ Prepare, store, display and sell baked items in a sanitary manner.

Low-Risk Foods and Allowed for Sale	High-Risk Foods and Not Allowed for Sale
Bread or buns	Beef jerky, cabbage rolls, perogies
Cakes, squares, muffins	Cakes or pies with cream, cheese, egg or pudding fillings
Cookies	Cream Eclairs or cream puffs
Fruit pies	Dairy products like milk, cream, yogurt, cottage cheese, butter
Jelly rolls	Home canned/processed food items
Sweet dough items like doughnuts	Icings made with eggs or dairy products

### Useful Resources from the Web

**“BOYS IN BUSINESS”** ([www.northpoint.school/education/businessfair](http://www.northpoint.school/education/businessfair)) has photos and business ideas from previous years.

**Warren Buffett's Secret Millionaires Club** ([www.youtube.com/user/SecretMillionaires](http://www.youtube.com/user/SecretMillionaires)) is an animated series featuring Warren Buffett mentoring entrepreneurial kids whose adventures lead them to encounter financial and business problems to solve. It teaches good financial decision making and valuable lessons of starting a business.

**Biz Kid\$** (<http://bizkids.com>) is a financial education initiative with [65 episodes](#) about kids, money, & business.

**10 business ideas from inspiring young entrepreneurs pitching products in a parking lot**—GeekWire news site ([www.geekwire.com/2017/10-business-ideas-inspiring-young-entrepreneurs-pitching-products-parking-lot/](http://www.geekwire.com/2017/10-business-ideas-inspiring-young-entrepreneurs-pitching-products-parking-lot/))

**101+ Business Ideas For Kids** <https://docplayer.net/12266204-101-business-ideas-for-kids-by-kris-solie-johnson.html>