



Kids Biz Academy
GALVANIZE GROUP
Entrepreneurship Programs



A background image showing two young boys sitting at a table with a checkered tablecloth. The boy in the foreground is wearing a light blue t-shirt with the text 'I am' and is looking down at something on the table. The boy behind him is wearing a pink t-shirt and is looking towards the camera. On the table, there are various educational materials, including a set of colorful markers and some papers. A large, semi-transparent white circle is overlaid on the right side of the image, containing the title and a list of topics.

Outline

- Why Entrepreneurship Education
- BizWorld Programs from Silicon Valley
- Feedback from our Students & Parents
- Program Arrangement
- About Us



Why Entrepreneurship Education

Research papers and media have suggested that entrepreneurship education is essential for children in the 21st century



Forbes



Harvard Business Review: Young People Need to Know Entrepreneurship Is Hard.

***World Economic Forum" The Future of Jobs - Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution.*

TED: 'Let's Raise Kids to be Entrepreneurs' Delivered by Cameron Herold

Forbes: Five reasons half of you will be freelancers in 2020

The Economist: Reinventing the deal. America's startups are changing what it means to own a company

Entrepreneurship education develops student with the skills and mindset to face unforeseen challenges and be successful in the 21st century

According to Harvard Business Review:*



Children who learn about entrepreneurship would become problem solvers, opportunity finders, better at communication, more persistent and more flexible and adaptable when facing obstacles.

*According to World Economic Forum**:*



65% of children entering primary school today will ultimately end up working in jobs that currently don't exist.

*Osborne, S. (2015). *Young People Need to Know Entrepreneurship Is Hard*.

**World Economic Forum. (2016). *The Future of Jobs - Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution*.

Entrepreneurship education has been promoted and recognized at the Ted Talk. A lot of unique skills can only be developed through entrepreneurship education.

TED

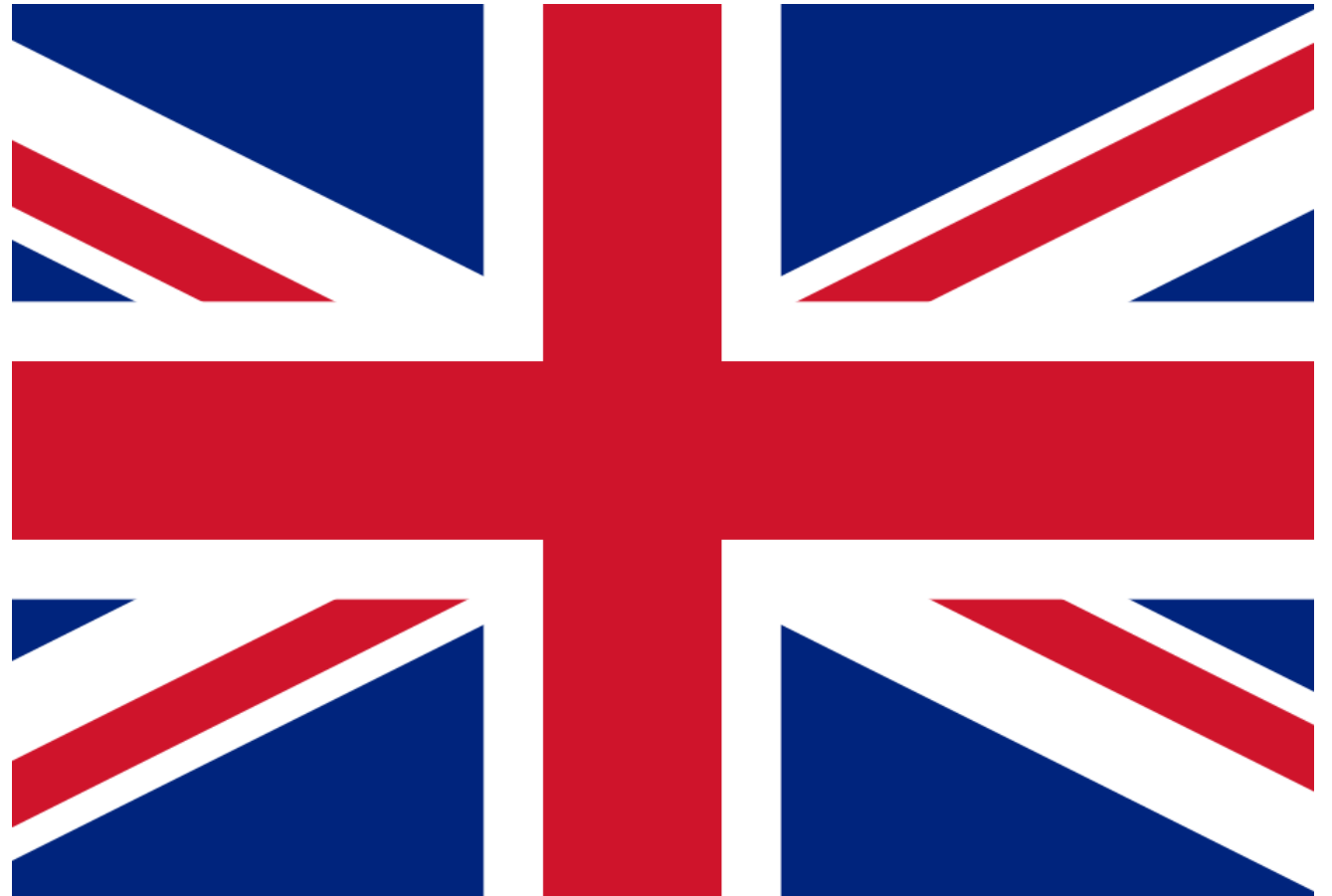
'Let's Raise Kids to be Entrepreneurs' Delivered by Cameron Herold

21st century
skills for
students to
have:

problem solving	to ask questions	to be creative
to lead others	to learn from mistakes	how to save money
to want to make money	how to sell	to ask for help
public speaking	to never give up	to see solutions

Enterprise education has been taught as part of Personal, Social and Health education in UK

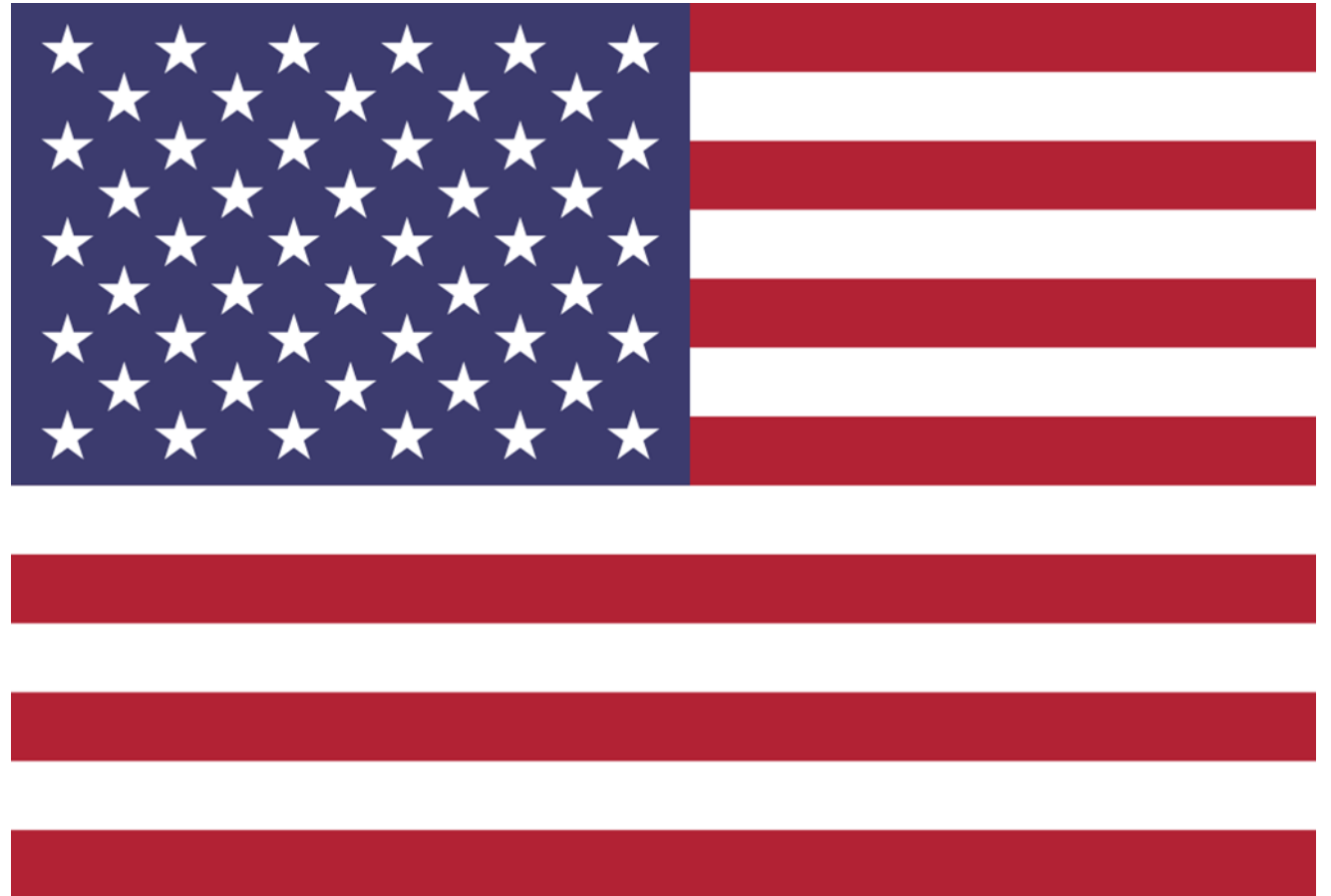
- Enterprise education is recognized as a priority at all education levels
- Government pilot - Fiver Challenge – students are given £5 to start their business. 500 primary schools across the UK with 20,000 children running their own business
- A National Standard for Enterprise Education was designed by the Centre for Education and Industry at the University of Warwick



P21 Framework developed by U.S. Department of Education emphasizes entrepreneurship literacy as one of the key 21st century themes.

21st Century
Interdisciplinary Theme

Financial, economic,
business and
entrepreneurial literacy



Why at an early age?

- When they can still learn new abilities and behaviors more easily
- Help children to discover themselves
- Equipped with tools and skills that can help them in life

*<https://www.gse.harvard.edu/news/uk/17/03/growth-mindset-and-childrens-health>



A photograph of Elon Musk speaking at a conference. He is wearing a dark suit jacket over a checkered shirt and has a small microphone clipped to his lapel. He is gesturing with both hands raised. The background is dark with some blurred lights and the word "GOOLF" visible in large letters.

Entrepreneurship traits
can be developed at an
early age

At age 12, Elon sold the code
for a video game he created to
a magazine for about \$500

Elon Musk

Co-founder & CEO, SpaceX

CEO, Tesla

Co-founder, SolarCity

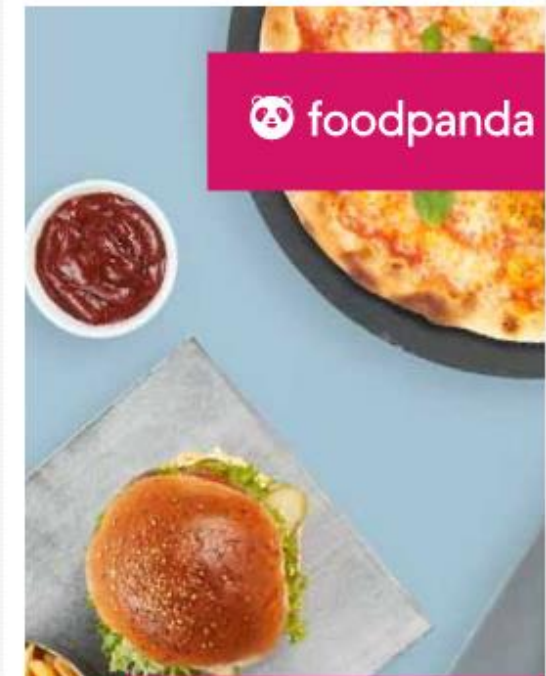
Sir Richard Branson: Want to be an entrepreneur? Start at primary school

Speaking to the Telegraph, Sir Richard Branson says that the sooner young people start learning about entrepreneurship the better, as the skills that can be gained are manifold



University A-Zs»

Find a university course for you NOW



A portrait of Richard Branson, founder of the Virgin Group, smiling broadly. He has long, wavy brown hair and a goatee. He is wearing a dark blue suit jacket, a light blue shirt, and a red tie. The background is a bright blue sky with a large, out-of-focus red and white striped structure, possibly a tent or a large flag.

Richard Branson
Founder
Virgin Group

“Starting young is good, you can either learn through failing, like I did, or you can learn by being successful.”

“I started when I was 10 years old, growing Christmas trees.”

The Programs

bizworld.org[®]



CURRICULUM DEVELOPED IN

Silicon Valley* San Francisco

*Leading hub of startups and entrepreneurs

*Home to many of the world's largest technology companies including
Apple, Cisco, Google, HP, Intel and Oracle.



Significant impact
made internationally
for 20+ years

WORLD NO.1 ENTREPRENEURSHIP PROGRAM

Since 1997, the programs have been delivered to

610,000+ students
100+ countries



Recommended by Schools and Teachers

Over 95% of school teachers* agree that the programs:

1. Connect academic content to real world
2. Develop students' leadership skills
3. Help students to learn to work together to solve problems

*Survey conducted to school teachers in US



Our programs
are proven
to be EFFECTIVE:



99%*
**Knowledge
Improvement**

Students improved their knowledge of business, entrepreneurship, and financial concepts after participating in the programs

*Through assessments done by students

Over 98%* of
school teachers
surveyed agree
that the programs
EFFECTIVELY:

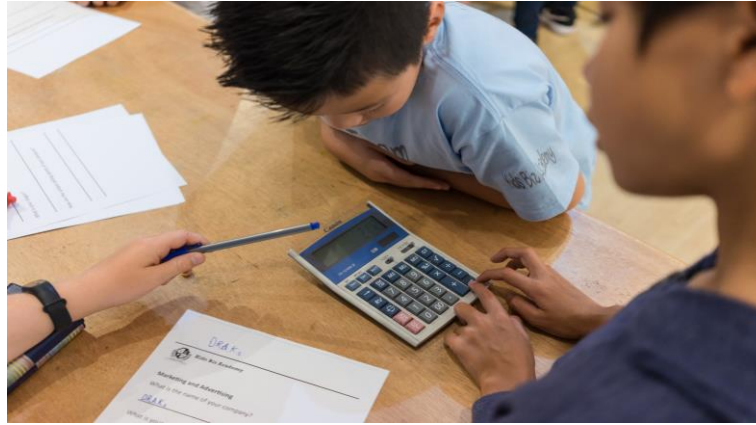
**Connect
academic
content to
real world**

**Develop
student's
leadership
skills**

The Programs



bizworld®



bizwiz™



bizmovie®

For Grade 3 to 8
Curriculum from Silicon Valley
All business decisions are student- driven



Learning basics of businesses and entrepreneurship

Students run a bracelet company



Skills Developed

Creativity
Presentation
Negotiation
Teamwork
Leadership
Job interviewing
Problem Solving
Decision Making
Goal setting
Communication
Design thinking
Marketing and Sales
Customer Service
Budgeting & finance



Learning basics of businesses and entrepreneurship

Experiential Learning



Brainstorm and plan
for their own firm



Present to venture capitalist
for initial funding



Perform market research
and create prototypes



Procure and manufacture



Create a marketing and
advertising campaign



Sell their products
in the sales bazaar



Assess company profitability
with financial skills learnt



**JUST
GIVE
BACK**

Create social values

Topic



Business 101

Through running their companies, students will understand company formation, what a business is and its objective, and gain business vocabulary.



Basic Accounting & Budgeting

Students will calculate and understand the relationship between price, unit sold, cost, revenue and profit. They will also learn basic budgeting skills and keep track of their finance records.



Design and Prototype

Students will conduct customer interviews to find out customers' needs and preferences. They will use the research result for design and prototypes creation.



Source of Funds and Venture Capitalist

Students will learn different ways of getting money to start their business. They will experience applying for a bank loan and pitching to Venture Capitalist for funding their business.



Production Line

In order to produce products in high quantity and quality for their company, students will learn about process management, flow and efficiency in the production line.



Social Impact

To create positive social values, students learn how to use their company profit to give back to the community to make a positive difference in the lives of others.



Learning the importance of saving and investing

Students participate in simulated trading sessions

Skills Developed

Teamwork
Leadership
Job interviewing
Problem Solving
Decision Making
Goal setting
Communication
Plotting Graphs
Interpreting Trends
Forecasting
Calculating Return
Social Responsibility



Learning the importance of saving and investing

Experiential Learning



Form a company and
set investment goals



Learn investment basics and
apply to real life situations



Develop an investment plan



Trading session 1
Understand risk and return



Trading session 2
Build a diversified portfolio



Trading session 3
Interpret economic forecast



Trading session 4
Graph market trends



Review ROI and results
Give back to the community



Learning the importance of saving and investing

Topic



Investment 101

Students will learn why people invest and discuss ways to invest responsibly. They will understand the basics of saving, investing, insurance, stocks and different assets types.



Data Analysis and Presentation

Students will learn to collect, organize and present relevant data to answer questions in a meaningful way. They will also learn to interpret the implication of the data.



Economic Forecast and Market Trend

Students will understand and record economic forecast and graph market trends to make strategic trading decisions in the simulated trading sessions.



Diversified Portfolio

Students will learn the importance of diverse investment portfolio and how to create a balanced portfolio of investment types.



Basics Economics

Students will the role of money and price in the market system, concept of scarcity and how market exists from the interaction of buyers and sellers.



Giving Back

Students will learn how investments can be used as a way of giving back to communities for the well-beings of the communities.



Learn movie making, technology and entrepreneurship

Students run an animated movie business



Skills Developed

Storytelling
Design
Creativity
Brainstorming
Marketing and Sales
Teamwork
Decision Making
Problem Solving
Job Interviewing
Goal Setting
Work towards achieving goals



Learn movie making, technology and entrepreneurship

Experiential Learning



Set up a company and brainstorm ideas



Learn basics of movie business
Create a business plan



Present to investors
for funding



Develop a storyboard,
movie scenes and characters



Produce an animation movie



Produce a trailer and launch
marketing campaigns



Sell tickets and present movie
previews in Box Office Day



Work out the finances to
assess company's profitability



Learn movie making, technology and entrepreneurship

Topic



Movie Business 101

Students will learn different types of movie, vocabulary of a movie business, business basics and factors that determine the success of a movie. Students will apply for different positions in a movie business company.



Movie Design

Students will design the theme and elements of their movie through conducting a market research. They will develop characters, movie scenes, a storylines and storyboards for their movie.



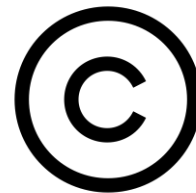
Computer Movie Animation

Through making an animation movie for their company, students will learn the importance of creativity and technical skills. They will learn digital media, technical design and multi-dimensional illustration.



Startup Cost and Investors

Students will calculate the startup cost of making a movie. They will pitch to investors for initial funding and apply for bank loans when needed.



Copyright

Students will learn what copyright is. They will discuss the impact copyright infringement bring and ways to avoid copyright infringement.



Marketing and Sales

Students will produce a movie trailer, an email message and a print advertisement as promotional materials. They will also set up a box office to sell their tickets.

Learning Outcomes

Attitude

- Take the initiative
- Take calculated risks
- Think critically
- Creative
- Solve problems

Skills

- Communication
- Presentation
- Planning
- Team work
- Leadership

Value

How to create social values and contribute to the communities through business and profit

Knowledge

- The business world
- Career options

Financial & Business Literacy



Feedback from teachers,
students and parents

I love the BizWorld program! It has definitely **become an important and permanent part of my curriculum** and it is one of the highlights of my students' class.

Tara H., 7th Grade Teacher, UT

It is something that all of the students look forward to every year. **It gives them courage to try something new. It gives the students a sense of the real world.** It gives the students pride in their products. I can't explain all of the enthusiasm the students have for participating in BizWorld.

Xela A., 6th Grade Teacher, UT



Having the kids start a business with real products was perfect! I also liked the constant math/finance parts, learning about banks, loans, etc...It opened up the whole financial literacy piece for them.

Carole H., Gifted & Talented Teacher, NC

I think this business program **stood head and shoulders above other programs that I've used.** Thank you again, for everything. Not only would I be delighted to continue using the BizWorld curriculum in my classroom, but I would wholeheartedly endorse it for any school.

Ryan H., 5th Grade Teacher, CA

The program **excites students and gets them interested in business.** This continues to be a major highlight of the year for my students.

Mary A., 5th Grade Teacher, MO



What Did Our Students Say

"Thanks for teaching me how to be an entrepreneur! I am very grateful!"

Moorea Plested

Canadian International School

"I enjoyed selling and talking to customers!"

Aiden Tang

ESF Kowloon Junior School

"Instructors, thank you for making me a little entrepreneur!"

Austin See

Hong Kong Academy

"I love the business experience! I felt exhausted but I was very happy and surprised when I know we made the most money and won the biggest prize!"

Arren Kuk

Wah Yan Primary School

"We were all very happy because we had a lot of fun participating in the sales bazaar! We shouted at the top of our voices to attract customers to our stall!"

Sophie Tam

St. Paul's Covent School

"Talking to customers, whenever they buy a merchandise that we made ourselves, definitely boosted my confidence, made myself feel fortitude and astute."

Kennice Pong

Independent Schools Foundation

What Did Our Students Say

"I love the experience because I am the cutting master of my team in the production line!"

Jacob Fung

PLK Camoes Tan Siu Lin Primary School

"I have learned so much today. Thank you, instructors, for teaching us about business and much more!"

Valerie Yau

PLK Choi Kai Yau School

"I feel happy because it was fun and I made money!"

Mavis Pang

Canadian International School

"I am happy but tired. Making money isn't an easy job."

Rico Leung

Renaissance College

"It was fun but challenging because we learned how to start a business and do marketing from scratch."

Brady Hsu

Hong Kong Academy

What Did Our Parents Say

"It was a fantastic experience to join Kids Biz's Little Entrepreneur Program. The great team led my 7-year-old girl to build up her own business with some other kids.

They learned from scratch about setting up a business. They designed the name and logo of their shop and produced their products. They also used the persuasion skills learned to sell their products. Most importantly, my girl enjoyed a lot and had lots of fun. Thanks again, Galvanize Group and the team."

Kimberly

Mother of Karla Lam from SWCS YMCA of Hong Kong

"The instructors are very kind and the course is well organized. Happy to see my kid enjoy being a little entrepreneur there."

Andy

Father of Raiden Tang from ESF Kowloon Junior School

'My kid wants to have his own business in the future and this class has inspired him to think of different business plans to make his business a success. Thank you, Kids Biz Academy, Galvanize Group.'

Elsie

Mother of Rico from Renaissance College



Class Arrangement

Class Arrangement



Class Size

18 – 24 students
6 students in a team



Total Class Hours

BizWorld: 16 -20 hours
BizWiz: 15 hours
BizMovie: 25 hours



Schedule

After- school program
Holiday camp
Integrate to Sci Curriculum

Assessment

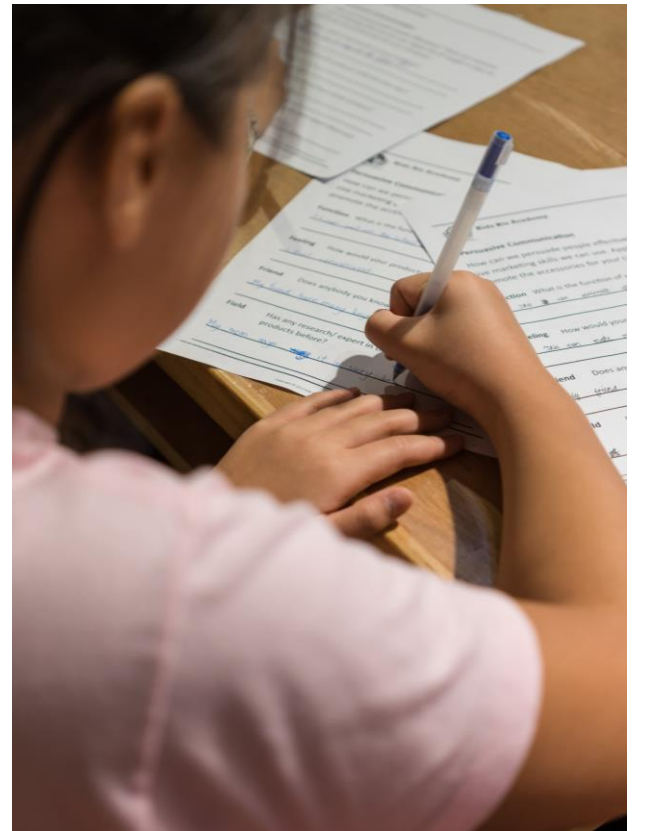
Pre-assessment



Programs



Post-assessment





Our Instructors

- A mix of qualified teachers and business professionals/ entrepreneurs
- Trained and skilled in high standard
- Passionate and have experience in teaching children
- Strong believer of entrepreneurship education
- Open-minded, dynamic, creative and reliable with professional work ethics
- Degree holders

What do we provide

- All class and student materials
- Experienced and trained instructors
- 1: 8 to 1:15 instructor to student ratio (depends on the session and class size)
- Parent Guide
- Certificate from BizWorld (globally recognized)
- Future entrepreneurship activities or competitions
- Promotional materials





Support from school

1. Classrooms –a safe learning environment
2. Nomination/ recruitment of students

About Us



Why Galvanize Group?

- The **exclusive partner** of BizWorld in Hong Kong
- Quality guaranteed. Our programs received **100% recommendation rate** by parents
- Founded by passionate **MBA graduates** from **HKUST, World Top 15 MBA. Strong business knowledge and skills, and extensive corporate network.** Management team members have **comprehensive experience in the education industry**
- Instructors include a diverse mix of experienced teachers and business professionals



Kids Biz Academy
GALVANIZE GROUP

Our Experience

Our students represented the following schools:

- Canadian International School
- ESF Kowloon Junior School
- ESF Renaissance College
- Hong Kong Academy
- Independent Schools Foundation
- Po Leung Kuk Choi Kai Yau School
- St. Paul's Convent School
- Pui Ching Primary School
- San Wui Commercial Society YMCA of Hong Kong Christian School

.... And More



Kids Biz Academy
GALVANIZE GROUP



Thank You

More info at:
www.KidsBizAcademy.com

What's Next?

1. Decide on the content

- Learning outcomes?
- Tailor- made element/ activity?

2. Decide on the arrangement

- What grades?
- When?

