



YouthBiz

YouthBiz Workshop Offerings

\$150 each

Applying for a Business Loan *3-3.5 hours* This business loan workshop combines the concepts of a successful business pitch, professional etiquette, and developing a business plan to give youth the best chance of securing capital for their business. Colorado residents only. Ages 10-21.

Branding and Logo *1.5-2 hours* In this workshop young entrepreneurs will learn the importance of clearly defining their brand, throughout every aspect of their business. Youth will then use that identified brand to draft logo options for their business, ensuring alignment of brand and logo. Ages 8-18.

Business Simulation Game *1.5-2.5 hours* In this workshop, youth learn how to run a business through a simulation game. They must budget their business loan to purchase raw materials, manufacture goods, sell their products to a retailer, and reinvest in the business. Each team tries to make the most profit during the simulation. Ages 12-18.

Customer Service and Professional Etiquette *1.5-2.5 hours* Great customer service can go a long way in one's business success. This workshop guides youth through the essentials of professional etiquette such as a professional handshake, professional dress, body language, and professional communication. Youth will apply these skills in real-life role plays to test their ability to react professionally to anything customers throw their way. Ages 8-18.

Developing a Business Plan *1.5-2.5 hours* As a youth business, "Business Plan" can be an overwhelming term. Luckily, with this workshop, young business owners and aspiring entrepreneurs can learn the key elements of an effective business plan, and will leave the workshop with the basics of their own business plan. Ages 8-21.

Establishing Pricing *1-2 hours* How to appropriately price a product or service is a tricky endeavor for any entrepreneur, let alone a young entrepreneur. This workshop takes youth through the pricing process, teaching them how and why to calculate unit cost, the importance of valuing one's own labor, and using market prices as a guide. Ages 10-21.

Finance and Budgeting *1-1.5 hours* What is the difference between a need and a want? During this workshop, youth learn how to distinguish needs, wants, and those that can be considered as both. They also learn to create a budget, keep up a cash flow ledger, and make important financial decisions during a fun simulation game. Ages 12-18.

Finding New Distribution Channels *1-1.5 hours* Every successful, young entrepreneur inevitably reaches a plateau in his/her business when the desire exists to establish more points of sale, but how does one even begin that process? In this workshop, youth learn key strategies to identify and contact additional distribution channels in order to maximize sales. Ages 10-21.

Idea Generation *1-1.5 hours* Learn to tap into your interests, skills, and market observations to generate a fantastic business idea personalized just for you. This workshop takes youth through the business ideation process as well as giving them the opportunity to seek feedback on their idea from peers. Ages 6-18.

Importance of Packaging *1-1.5 hours* Sometimes packaging can make or break a product. In this workshop, young entrepreneurs see examples of both great packaging as well as poor packaging. They will then use these strategies to experiment with new packaging/display ideas for their own products. Ages 12-18.

Invention Workshop *1-2 hours* Successful businesses often start by recognizing problems that exist and then solving those problems. In this workshop, youth identify key problems they experience in their everyday lives and then create unique products that solve those problems. Ages 6-15.

Marketplace Success Strategies *1.5 hours* Preparing for an upcoming marketplace can be stressful whether you're a novice or experienced pro. This workshop makes preparing for a marketplace a breeze. Youth will learn successful strategies for booth display, signage, night before prep, inventory tracking, making change, and much more! Colorado residents only. Ages 6-21.

Preparing your Elevator Pitch *1-1.5 hours* An elevator pitch is one of the most important sales tools for any entrepreneur. In this workshop, youth will see examples of great pitches, have the chance to craft their own pitch, and then practice presenting their pitch in front of the group for feedback. Ages 10-18.

Social Enterprise *2 hours* Many of today's young people desire to do well *and* do good in their business ventures. This workshop will show youth the many possibilities of starting and operating a successful social enterprise that speaks to their passions and interests. Ages 12-18.

Speed Mentoring/Networking *2-3 hours* The ability to network is undeniably one of the most crucial aspects to making a name for oneself in the business world, but this skill doesn't necessarily come naturally. In this workshop, youth will learn how to present themselves professionally in a networking environment and work to connect meaningfully with new acquaintances. Longer workshop timing allows for speed mentoring component with community businesspeople to enforce lessons. Ages 12-21.

Upcycling *1-2 hours* Great entrepreneurs know how to recognize opportunities everywhere, even trash! This workshop gives youth the chance to solve problems and think critically by creating a market-ready product from recycled goods. Ages 6-16.