

**5th Grade Entrepreneur Marketplace:
'22-'23 Science Camp Fundraiser Opportunity**

Date(s)/ Time	Families given 2 months lead time (October email/flier/Zoom)
	Application Window: Wed 10/19- Sun 10/30
	Application approval/feedback: by Wed 11/9
	Zoom orientation/ training: Wednesday 11/9, 7:30-8:30pm
	Product development/collaboration, production, marketing: Nov 9-Dec 2
	Winterfest Marketplace: Wednesday, Dec 7th 5-8pm
	Additional afterschool sales opportunity following Winterfest: TBD

Location at Winterfest	5th Grade Classrooms - A designated space will be assigned to you.
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Parameters	Student-made/ family-funded
	Small teams (2-3)
	All profits goes towards participant's Science Camp fees & coordinated between family/families
	Allotted space per team at Marketplace
	Zoom Training/Q&A: mandatory for participating students/mentor: Wednesday 11/9, 7:30-8:30pm
	-small business support
	-how to handle money exchange
	-price point limits
	-inventory (prep for excess or need)
	-advertise to family and friends- preorders?
	-learning curves/utilizing family mentorship

Student Application	Provide clear description/purpose of product (or service?)/include picture(s) if possible
Google Form	Experience making product
Submit 1 per group	Perceived demand
Make copies for each member	Target market
	Supplies needed

	Supply cost
	Requested price point range
	Projected profit margin
	Advertising strategy
	Display idea(s)
	Designate parent coach(es)- 1 required per booth... must sign agreement to support/mentor

A few notes regarding applications:

- 1) We review all submitted applications and selected applicants will be notified by email.
- 2) We will accept student-made/constructed/invented products
- 3) We aim to limit businesses in the same type of product (like soap or bracelets, for example). To improve your chances of being accepted, get creative and try come up with something unique and different! We love creativity!!
- 4) Unfortunately, no home made food or drinks can be accepted due to County of Santa Clara regulations. So no lemonade stands, cookie stands, and those sort of things. However, if you have a cottage food operations permit, we can connect further. (<https://cpd.sccgov.org/programs-and-services/cottage-food-operations-cfo>) or a temporary food permit (<https://cpd.sccgov.org/programs-and-services/temporary-events>) you may be able to sell what you make under that permit. Reach out to us with the permit details to confirm if it would work.
- 5) All products must be made by kids. You cannot simply resell items bought from stores. Purchased elements are ok.
- 6) Last-minute changes to business plans will not be accepted w/in 2 weeks of Winterfest.
- 7) All accepted applicants will be invited to create and contribute a flyer to promote their business. You should use these to promote your booth to as many friends and family as you can. We will also be displaying printed fliers on campus and through GHSC's newsletter. We will have prizes for the most creative/engaging submissions; more details on this later.
- 8) After Winterfest, students will be given a simple 1-page questionnaire to share thier learnings from preparing for and participating in the fair. This should serve as good reflection in order to prepare for one more additional opportunity to see their products afterschool. A compiled collection of all the participants reflections will be shared with everyone because all participants can learn from each others experience! We will have prizes for the most insightful submissions as well; more details on this later.
- 9) We will host an orientation session in early November to share more guidelines, provide support, and review details.

Where should I begin?

Read inspiring stories about other young entrepreneurs and play games to hone your business skills.

How do I apply? Can I apply as part of a group?

Applications will be available October 17. They can be submitted online or in paper form. Please submit one application for each business. Children working as a group should submit one application that includes each child's information. No more than 3 participants per business.

What is on the application?

The application asks kids to think through some simple, but important elements of their business:

- What product or service do you plan to sell?
- What price will you charge for each product/service? How much will each product/service cost you?
- How will you pay for your startup costs? If someone is helping you with your startup costs, how will you pay that person back?
- How will you advertise/market your business before the fair?
- At the end of the fair, how will you determine if your business was a success?

How will the fair be set up?

This will be an Indoor event in 5th grade classroom(s). Each business will be given a table (size tbd) and 1-3 chairs. Table cloths will not be provided.

Will electricity be available?

We cannot ensure access to electricity- please plan accordingly.

What are the rules?

- This event is designed to give 5th graders the experience of collaborating, preparing a business plan, producing, advertising, and selling a product. Parents must refrain from selling or promoting a child's product but can help mentor students.
- Students should be responsible for set up, customer interaction, and sales.
- Parents may help their child fill out the application, but we expect the children to do as much as possible by themselves.
- All products/supplies are family funded and distribution of profits must be agreed upon by student groups ahead of time.
- All funds should help to refund or help pay for 5th Grade Science Camp.