


5th Grade Entrepreneur Marketplace: 2023-2024 Science Camp Fundraiser Opportunity

We are offering an opportunity for our 5th grade students to earn funds for their Science Camp fee, while learning about how to run a small business.

- **Who:** 5th grade students (individuals or groups with up to 3 families; at least 1 designated parent coach per team)
- **When:** Nov 27, 28, 30 lunchtime (you can choose the dates to participate; potential one more selling opportunity in December)
 - Application window: Oct 02-Oct 13
(one application per team; through QR code here  or look out for an email with the application link.)
 - Application approval/feedback: by Wed Oct 18;
 - Families will have 1-2 months to prepare.
- **Where:** area outside the school library
- **Contact:** Congshang(Ella) Wan; wancongshang@gmail.com



Application Form

A few notes:

- This is a fundraising opportunity. (Groups of) students will be selling homemade products to raise money in order to offset participant's Science Camp fee.
- Regarding the products:
 - Unfortunately, **no food or drinks** due to County of Santa Clara regulations.
 - Student-made/constructed/invented/ products are welcomed, **no resell items** please.
 - We aim to limit businesses with the same type of products to improve the chance for each group's success. Please include at least 2 proposed products in application.
 - A few things for kids to think about when designing products: target market (perceived demand, time of the year), price range, supply costs, projected profit margin, time consumption, inventory, etc.
- Regarding the application:

The Applications will ask kids to think through some simple but important elements of their business:

 - What products or services 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?

- Regarding advertisement:
 - All accepted applicants will be invited to create and contribute a flyer to promote their business. Flyers will be displayed on the Marketplace website and through GHSC's newsletter. You can also use the flyer to promote your business to families, friends and neighbors.
 - 1 week before the fair, each booth will be encouraged to make a poster to be hung around the campus.
- Regarding the event:
 - Set up and clean up: participants need to arrive earlier to school on the days, and store all materials needed in a room provided in the library. Around 11: 20, students will be excused from classrooms to set up their booths before lower grades' lunchtime which starts at 11:55. A few parent volunteers will be on site to support. After lunchtime, students will clean up the booths and store materials back to the library. They can bring the material back home at pickup or leave them in the library for the next day.
 - First day of the event (Mon 11/27) will be a display day. Booths will be set up with only a few products to display. Prepare Flyers with QR code(s) to product description and/or online payment.
 - Payments and pre-order: customers can pay in cash or online payments. Purchases made with online payments (by parents) will be considered pre-order. Customers will bring flyers with QR code to home so parents can pay through the QR code (include customer's name and teacher in the payment memo). Business owners will record the pre-orders information and provide the product on the next day.
 - After the 1st wave (Nov sales), students will be given a simple questionnaire to share their learning from preparing for and participating in the fair. This could serve as good reflection in order to prepare for one more opportunity in December. A collection of students' reflections will be shared with all participants. Afterall, this is a learning event and we can all learn from each other's experience.
 - Students will be given the chance to edit their participation for December(1 day) with learnings from the November sales.
- A few 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.