



# The BizWorld Program

The BizWorld program teaches the basics of entrepreneurship, business and finance by showing children how the entrepreneurial cycle operates in the friendship bracelet industry. During the course of this ten-hour program, students are divided into companies, with each student taking on a leadership role to support their company in designing, manufacturing, marketing and selling their products in the BizWorld marketplace. Students will experience the entire entrepreneurial cycle in just ten hours!

During the program, each company of 5 or 6 students will work together to:

- Apply for jobs (President and Vice Presidents of the company)
- Incorporate with the state
- Design bracelets based on marketing strategy
- Pitch venture capitalists and sell stock for seed funding
- Manufacture bracelets to sell to a younger grade
- Learn marketing strategy by creating a slogan, poster and commercial
- Sell their product (bracelets) thereby creating revenue
- Keep track of finances (cash in, cash out)

In the end, they have created a revenue stream, deducted expenses, experienced a profit or loss, created an income statement and valued their company. The impact the program has on children is vast – from inspiration to creating their own companies, to understanding the relevance of being successful in life and academics.

The program is designed for a 3rd to 8th grade class of up to 30 students and can be easily taught by a single classroom teacher. It is aligned with standards, incorporates 21st Century Skills and engages students through its real-world applications. The curriculum is packaged as a kit (Regular price: \$189, Educator price \$95) containing all materials needed for teaching and is completely reusable. Pre- and post-assessments are included as part of the program and upon receipt of completed tests to The BizWorld Foundation office, teachers are mailed a free string refill so that they are prepared to teach the class again.

**BIZWORLD™**  
*The BizWorld Foundation*

P: (888) 4BIZKIDS or (415) 503-5880 | F: (415) 863-2072  
info@bizworld.org | www.bizworld.org



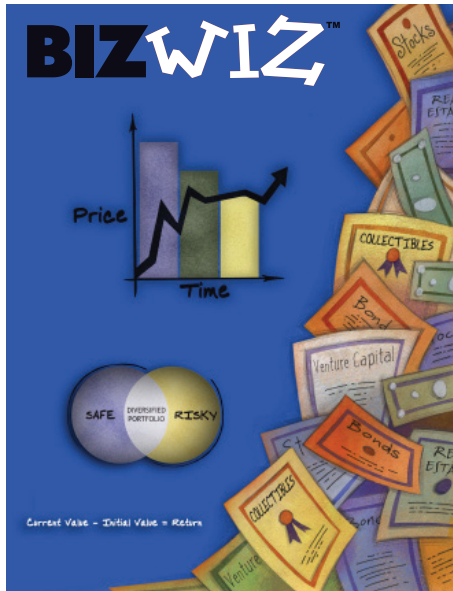
THE BIZWORLD FOUNDATION



BIZWORLDORG



THE BIZWORLD FOUNDATION



# The BizWiz Program

The BizWiz program teaches children the basics of money management and investing. During the course of this twelve-hour program, students are divided into “Investment Teams” that set a financial goal, develop an investment strategy and trading plan, create a diversified portfolio, and track their investments. Together, teams participate in simulated trading sessions to work toward meeting their financial goals. BizWiz is aligned with academic standards, incorporates 21st Century Skills and engages students through its real-world applications.

Students on each “Investment Team” work together to:

- Apply for jobs (Traders, Analysts, Controller, or Managing Director)
- Set goals
- Understand risk vs. return
- Analyze various asset classes and risk tolerance
- Invest in stock, bonds, venture capital, collectibles, real estate, CDs and insurance
- Analyze economic forecasts
- Graph market trends
- Experience simulated market fluctuation
- Engage in trading sessions with other teams

The program is designed for a 5th to 8th grade class of up to 30 students and can be easily taught by a single classroom teacher. The curriculum is packaged as a kit (Regular price: \$189, Educator price \$95) containing all materials needed for teaching and is completely reusable. Pre- and post-assessments are included as part of the program. After submitting student responses to these assessments to The BizWorld Foundation office, teachers will receive a summary of their students’ test scores.

**BIZWORLD™**  
*The BizWorld Foundation*

P: (888) 4BIZKIDS or (415) 503-5880 | F: (415) 863-2072  
info@bizworld.org | www.bizworld.org



THE BIZWORLD FOUNDATION



BIZWORLDORG



THE BIZWORLD FOUNDATION



# The BizMovie Program

The BizWorld Foundation, in conjunction with the National Center for Women & Information Technology (NCWIT) and Kerpoof, is proud to announce the recent creation of an integrated business, entrepreneurship, and computer-animated movie production curriculum.

This real-world simulation reinforces academic content, is aligned to standards, and infuses core 21st Century Skills through the discovery of business basics, venture initiatives, money management, and computer programming.

During the course of this twelve-hour program, students create animated movies using online "MovieMaker" technology that enables them to learn basic programming as they start and run their own movie production companies. Children experience the entire entrepreneurial cycle as they work together to design, produce, market and sell tickets to their animated film.

During the program, each company of 5 or 6 students will work together to:

- Apply for jobs (President and Vice Presidents of the company)
- Incorporate with the state
- Pitch venture capitalists and sell stock for seed funding
- Create storyboard and produce animated movie
- Learn marketing strategy by creating a slogan, poster and commercial
- Sell tickets to their movie to other students (revenue stream)
- Track finances and value their company

Program Requirements:

- Classroom of students
- Access to computers with Internet capability
- Expected total time commitment of 20 hours (prep, program and debrief)

This innovative program was designed to resonate with 3rd to 8th grade audiences and can be taught by a single classroom teacher. The curriculum is packaged as a kit (Regular price: \$189, Educator price \$95) containing all materials needed for teaching and is completely reusable. Pre- and post-assessments are included as part of the program. After submitting student responses to these assessments to The BizWorld Foundation office, teachers will receive a summary of their students' test scores.

**BIZWORLD™**  
*The BizWorld Foundation*

P: (888) 4BIZKIDS or (415) 503-5880 | F: (415) 863-2072  
info@bizworld.org | www.bizworld.org



THE BIZWORLD FOUNDATION



BIZWORLDORG



THE BIZWORLD FOUNDATION