

# Open For Business

Have you ever had a passion for something that you could sell? The four amazing kids that we are featuring are all entrepreneurs. This means that they all started their own businesses. If you would like to start a business, you need to do the following:

- 1) Come up with an idea. (whether it be a service or product)
- 2) Figure out how you are going to develop this product or skill.
- 3) Think of a name and a logo.
- 4) Market your product and then sell it!
- 5) What will you do with your profits? Buy something for yourself or give it to a charity.

Can you think up a business idea? Have fun with it!

**ADULTS:** Don't forget to share with the private facebook group and if you share with your friends mention [SankofaClub.com](http://SankofaClub.com) #SankofaClub.

# Window Shopping

Research some of these online businesses. It's a great way to get ideas for your own product. You can see how these entrepreneurs are marketing their products. Check out their logo and colour schemes. How did they set up their shop? Which products are they selling? Here is a list of the websites:

**Mo's Bows:**  
[mosbowsmemphis.com](http://mosbowsmemphis.com)

**Cory's Cookies:**  
[mrcoryscookies.com](http://mrcoryscookies.com)

**Gabby Bows:**  
[gabbybows.com](http://gabbybows.com)

**Me and the Bees Lemonade:**  
[meandthebees.com](http://meandthebees.com)

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# The Pitch

**Have you ever watched the TV Show ‘Shark Tank’? Entrepreneurs bring their product designs in front of investors, hoping that they will invest money into their idea. It is not only important to have a good product, but it is a good Pitch that will win them over. Design a product, write a pitch and present it to your friends or family.**

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