

Kids in

Business

DAY

WORKBOOK



A Platte Valley Company

**Mountain
Valley Bank**
MEMBER FDIC

www.bankmvp.com

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- Brand your Biz!
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**LET'S GET
STARTED!**



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BRAND YOUR BIZ!

What is a brand?

A brand or "branding" is how a business stands out from others. It is made up of a name, slogan, logo, and other visual elements.

List **ANY** ideas you have for your biz name.













Narrow your list to your top 3 names







*Have your
friends &
family VOTE!*



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**My BIZ
NAME!**



Logo Doodles! Sketch ideas for your biz logo.



Make any adjustments needed to the final.



**AND NOW
PRESENTING
TOTALLY
AWESOME
FINAL BIZ LOGO!**



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PRODUCT DEVELOPMENT

*WOW!
So many good ideas!!*

What are you selling?

Brainstorm ideas of products you can sell



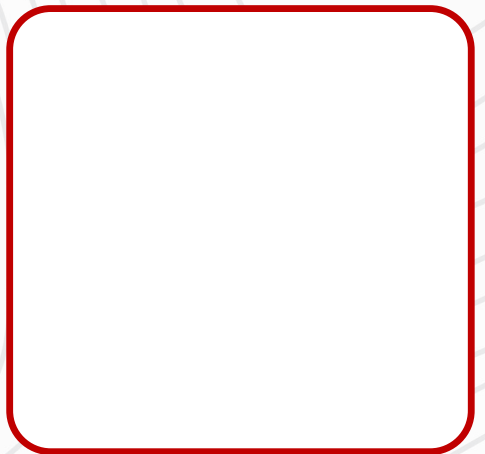
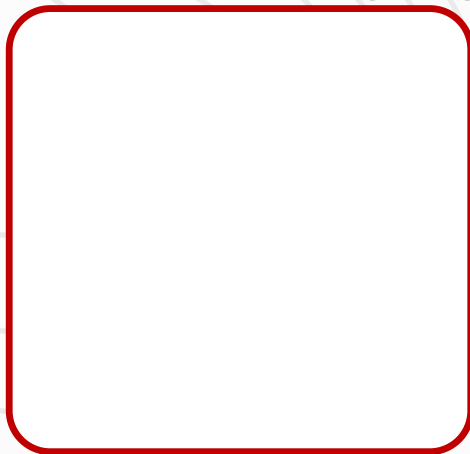
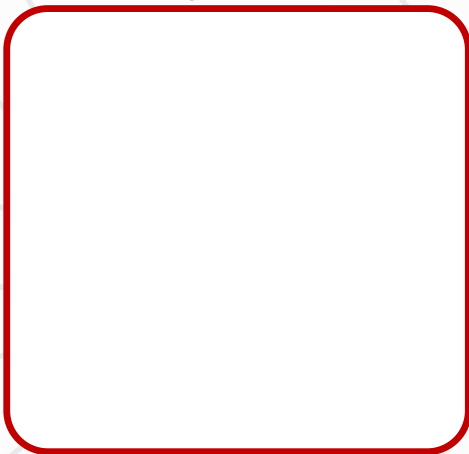






How will your product look? How should you package your product? _____

Draw your product in packaging



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PRODUCT PRICING

What is the cost of your items?

List out each material you need to create one complete product. Then, list the cost of each of the inputs (materials).

PRODUCTS

COST

--	--

PACKAGING MATERIALS

COST

--	--



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PRICING WORKSHEET

PRODUCT PRICE CALCULATOR

PRODUCT COST

PACKAGING MATERIALS COST

\$7/hr LABOR COST x__ # of hours

BASE PRODUCTION COST

WHOLESALE PRICE

RETAIL PRICE

x2

x2

GREAT JOB!



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ADVERTISE YOUR BIZ!

What type of person could use your product?



What is the best way to tell people about your and your business. (Social Media, flyers, word of mouth, banners, etc.)









What will I need to accomplish advertizing?







*Build your
brand!*



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BOOTH DISPLAY!

On event day you will need to set up your own-booth. What will you need?

Draw your booth set up-



- How will you display your product?
- What do you need to keep the wind from blowing your booth over or product?

Nice Work!



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GOALS

What is your business goal?



What will you do with your profit? (circle one)

Save

Share

Spend

Where do you store your money?

(draw a picture of where you put your money)

(Piggy bank, drawer, bank, etc.)



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LEDGER

SALES

EXPENSES

DESCRIPTION	\$	DESCRIPTION	\$
Total Sales		Total Expenses	

*Profit is the money you make
beyond what it costs to make
your products*

Total Sales	
Total Expenses	
Profit	



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REVIEW & REFLECT

What are 3 things you learned about money?







Do you need help calculating your profits?



*Mountain Valley Bank
is here to help you.*

MVB will match any kid-business deposit up to \$25. For anyone who decides to open a savings account or has an existing account with MVB.

Dollar matches will be honored up to 7 days after the event.



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FINANCIAL LITERACY GLOSSARY

Bank

A financial institution that accepts deposits from the public and creates a demand deposit while simultaneously making loans.

Borrower

Someone who takes a loan from a bank, usually with interest.

Business

Organizations that seek profits by providing goods or services in exchange for payment.

Business plan

A strategy for a business that highlights its goals and its plans for achieving them.

Checking account

A deposit account at a financial institution that allows for withdrawals and deposits of cash.

Cost

Money needed to buy, do, or make something.

Credit

Money that a bank or business will allow a person to use and then pay back in the future.

Credit card

A payment card in which charges are made against a line of credit instead of the account holder's cash deposits.

Deposit

A transaction involving a money transfer to another party for safekeeping.

Donate

To give money or goods to help a person or organization.



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FINANCIAL LITERACY

Entrepreneur

An individual who creates a new business, taking on much of the risk and getting most of the rewards.

Expense

A cost or charge.

Financial literacy

Knowledge necessary to make critical financial decisions.

Needs

Goods and services required to live.

Sales

The exchange of something for money.

Savings account

An interest-bearing account at a bank or financial institution designed to store savings safely.

Spend

Paying money for goods or services.

Value

The worth of a good or service determined by people's preferences and the trade-offs they choose given their scarce resources.

Volunteer

Someone who gives their time or resources without expecting payment.

Wants

Goods and services separate from needs; things people desire to spend their money on.



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