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ENTREPRENEUR ACADEMY





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IVY KIDS



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WELCOME TO ENTREPRENEUR ACADEMY!



Congratulations – you've now joined Entrepreneur Academy. That's a smart thing to do.

Entrepreneurs are incredibly talented people: they are inventors, designers, employers, managers, business people and much more.

They create many of the products and services that we all use. Ask your parents to name all the things you have and use that didn't exist when they were young. It might be a long list and may include things like laptop computers, flat-screen TVs and smartphones.



Entrepreneurs develop new and better products and services. These can improve our lives, create and earn money for the business owners, their shops, their workers and many other people.

As you complete the tasks in this book, you will learn how to:

- think up great ideas
- create new products
- make a profit
- become a good manager
- create things that people want and need.







Your first task is to fill in the Trainee Entrepreneur card.





As you go through the course, you will earn stickers and graduate in Creative Skills, Business Skills and Management Skills.

Best of all, you will have fun learning how to become one of these amazingly creative people!







CREATIVE SKILLS

NEW IDEAS

Entrepreneurs think of new ideas for a business, new things to sell or new ways to help people. Coming up with ideas can seem quite tricky at first. With practice you will find it's easier than you might think!

A good way to find ideas is to think about what YOU would like to have. First, think of all the things you **do**, either for fun or because you have to. Next, think of ways to make these things **better**. For example:

- A way to make school more interesting
- A new theme for children's parties
- A better way to store your toys
- A cool new style of clothes or jewellery
- A more exciting computer game
- A fun way to travel to school

Some of the best ideas help people with **problems** or things they don't like doing. How about a Christmas gift-wrapping business or an emergency room-tidy service?





NEW THEME PARK

Can you come up with an idea for a new theme park based on your favourite film? For example, a superhero park where the staff dress in superhero costumes and the rides are named after superheroes who fly, travel super fast or are super scary!



Write your ideas in the spaces below.

My favourite film is:

My theme park is called:

Three rides in my theme park:

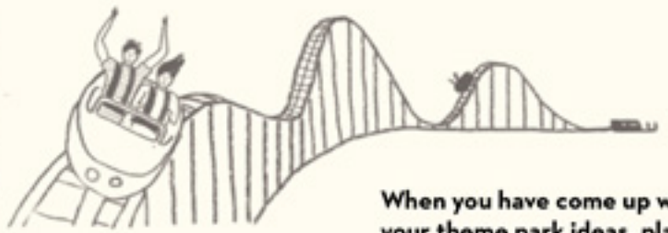
Name of restaurant: (If your film is *The Wizard of Oz*, you could have 'The Yellow Brick Road Cafe')

Name for one of the meals: (For example, a 'SuperBurger')



Three things for sale in the gift shop:

Three staff costumes:



When you have come up with all your theme park ideas, place your Task Complete sticker here.

PLACE STICKER HERE

TASK COMPLETE

CREATIVE SKILLS

ADVERTISING

When an entrepreneur launches a new business or product, they need to tell everyone about it. One way to do this is by creating eye-catching adverts.

Adverts **attract customers**, so they need to **appeal** to the right people. An advert for a new children's comic must appeal to kids, but an advert for a new garage should be aimed at adults.





ADVERTISING WORDS

Words like these are used in adverts to **persuade** customers to buy a product or service.

NEW	LUXURY	EXCLUSIVE
SENSATIONAL	QUALITY	VALUE
BEST	BUDGET	OFFER

CREATE AN ADVERT

The Giant Super Cheezy is a delicious new type of pizza made to be shared. Design a colourful advert in the space below to promote it. Draw an eye-catching picture and add a few words chosen from the panel on the opposite page.

TAKE IT FURTHER! How would you turn your advert into a TV commercial?

When you have designed and coloured your advert, place your Task Complete sticker here.

PLACE STICKER HERE

TASK COMPLETE