

# Could a Ten-Year-Old Invent Time Travel?

BY NATALIE LERNER | PHOTOS COURTESY OF ACTON CHILDREN'S BUSINESS FAIR



Peyton's Candy Buffet



Buddy Bars



Sweet Delights

This April, entrepreneurial genius will be showcased at the Children's Business Fair at Memorial City Mall! Kids develop a brand, create a product or service, build a marketing strategy, and then open for customers at this one-day marketplace! This event is free and open to the public.

"It is an honor to be able to offer this event for our community youth," said Natalie Lerner, the event producer. "As a mom myself, it is important to me to teach my kids how to think for themselves and to trust their big ideas. Big ideas change the world. Plus, people are willing to pay for a big idea. Maybe some of these kids aren't meant to join the workforce, but rather to lead it. Someone out there has the cure to cancer or an alternative to plastic. They just haven't found it yet. Could a ten-year-old invent time travel? Well, it just might be possible."

Space is limited for interested program participants. Their entry not only covers a table, chairs, and event shirts, but also bi-weekly virtual access to a professional business coach and access to Memorial City Mall's Visual Merchandising Expert.

All participating start-ups will be automatically entered in a business competition, and booths will be judged by fellow entrepreneurs on a variety of criteria, including "Most Business Potential," "Most Creative Idea," and "Most Impressive Presentation." Cash prizes of \$50 will be awarded in each of the four age groups (6-7,



8-10, 11-12, and 13-14). The children are responsible for the setup, sales, and interacting with customers. Any parent seen selling to the customer or promoting the child's product will result in disqualification from the competition.

Whether an entrepreneur is famous like Elon Musk, or Oprah Winfrey, or they are one of the thousands of unsung business owners across this country, these are the people who make sacrifices to innovate, create jobs and serve their communities.

"Today's youth are tomorrow's business innovators and leaders. The Children's Business Fair gives students the opportunity to spread their entrepreneurial wings and get a head start on promising business careers," said Jeff Sandefer, founder of the Acton School of Business, one of the sponsors of the fair.

This event is sponsored by Acton Academy, the Acton School of Business, Next Great Adventure, Lerner Realty Solutions (The LRS Team), RLD Bookkeeping & Tax Solutions, Amy Polak with Entre Results, and the generous support of our donors and volunteers. Lemonade Day Houston has been a promotional supporter as well.

To see these young entrepreneurs in action, attendees can stop by the Dillard's wing of the mall on April 30th, from 10am-2pm.

For more information on participating, sponsoring, or attending, please visit the event website, <https://www.childrensbusinessfair.org/tx-us>,



or contact the event producer, Natalie Lerner, at 281-300-9656 or via email at [childrensbusinessfairoftexas@gmail.com](mailto:childrensbusinessfairoftexas@gmail.com).

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