



Class Title: Orange/ Red Entrepreneurship
Fall 2025

Teacher Name: Samantha Procopio

Class Day: Monday

Class Size: 18

Class Supply Fee: \$130

Class Fee: \$96

Ages or color group served: 7th-12th graders

What level is this class: Level 3

Prerequisites:

This course is open to motivated middle and high school students (recommended grades 7–12) who are:

Able to work independently and contribute to a team.

Comfortable speaking with customers and presenting ideas.

Interested in business, product design, marketing, or hands-on learning.

Willing to attend two Saturday events at Soda City Market (with parent support for transportation).

No prior business experience is required—just a positive attitude, a willingness to learn, and the ability to stay organized and meet deadlines.

Graduation Requirements: Students must complete all classwork, actively participate in team projects and attend at least one market day.

Homework Requirements: This course is highly interactive and includes homework assignments that support in-class activities and business development. Students are expected to:

Complete any task not finished in class - such as product research, budgeting, or marketing assignments (15–30 minutes per week on average).

Collaborate with team members outside of class as needed (virtually or in person).

Track and document their group's business progress (e.g., costs, inventory, tasks).

Attend two Saturday market days at Soda City.

Complete a final reflection on their business journey at the end of the semester.

Class Description:



This course gives students hands-on experience launching and running a small business. Working in teams, students will ideate, develop, and operate a product-based business from scratch. Each group will attend Soda City Market twice during the semester, giving them the chance to sell their products, reflect on their performance, and refine their approach. This course emphasizes creativity, budgeting, marketing, teamwork, and adaptability.

Week 1:

Welcome to Entrepreneurship

Course overview, goals, and expectations.

What makes a business successful?

Team formation and role assignments

Activity: Shark Tank-style brainstorm

Week 2:

From Ideas to Reality

Finalizing business ideas.

Understanding target markets and customer needs.

Activity: Product idea pitch + team feedback

Homework: Research materials and pricing

Week 3:

Budgeting Basics & Planning for Profit

Cost of goods, startup budget, and break even points.

Intro to inventory and production planning

Activity: Build a startup budget

Homework: Submit supply lists and vendor research

Week 4:

Pricing & Profit Strategy

How to price for profit

Understanding value-based pricing

Activity: Pricing challenge – Can you make a profit?



Homework: Finalize product pricing and projected profits

Week 5:

Branding Your Business

Designing a logo and choosing a brand identity

Booth themes, packaging, and customer experience

Activity: Branding board + logo sketch

Week 6:

Marketing 101

Introduction to marketing channels: social, print, word of mouth

Customer interaction strategies

Activity: Create a sales pitch + simple marketing plan

Homework: Finalize signage and prepare for mock setup

Week 7:

Mock Setup Day

Full booth layout and product presentation practice

Role play: Handling different types of customers

Activity: Team-to-team sales critique + adjustments

Week 8:

Post-Market Review & Analysis

Reflecting on what worked and what didn't

Evaluating inventory, pricing, setup, and customer interaction

Activity: SWOT analysis of market day

Week 9:

Refresh and Rebrand

Adjusting product design, signage, or pitch

Updating marketing materials and restocking inventory



Activity: Production day + team check-in

Week 10:

Strategy Deep Dive

Advanced selling strategies and time management at events

Planning for customer engagement

Activity: Booth role rehearsals + upselling practice

Week 11:

Final Market Prep

Troubleshooting and last-minute fixes

Practice pitch and team huddle

Week 12:

Reflect, Celebrate, and Debrief

Reviewing both market day experiences

What would you do differently next time?

Activity: Team reflection + group presentations

Celebration + course wrap-up