



We have two entrepreneurship programs!

One for kids ages 7-12 called Million Dollar Butterflies and one for teens ages 13-19 called Teen Biz Network!

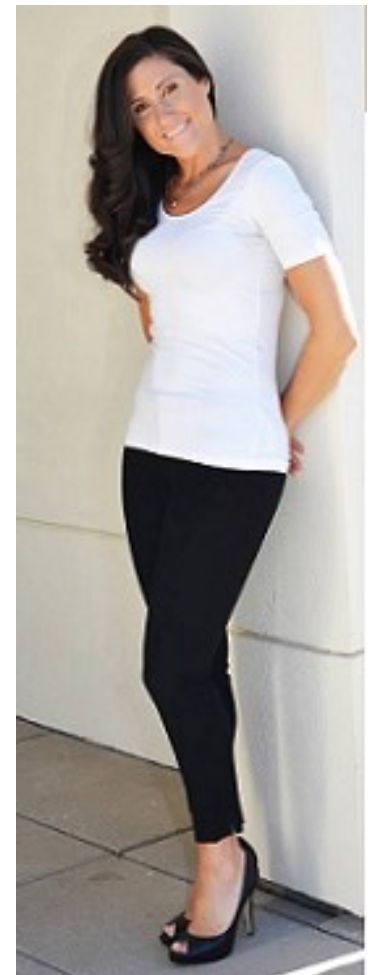
We believe that kids and teens should have access to entrepreneurship education so we made it easy for you to implement the program in your school or youth program!

Although our programs touch on important business and financial concepts, the purpose is to teach entrepreneurship which involves risk taking, critical thinking, creativity, and innovation.

Founded in late 2012 by business strategist, Mary Grothe, both MDB & TBN have evolved into easy to implement 5 module curriculums.

As of summer 2017, both programs exist in an online, SCORM certified eLearning course. Students across the world have already signed up as individuals, completed their business plans, and are launching REAL business ventures!

Now YOUR school and youth program can offer the online eLearning modules in your classroom! Your teachers and facilitators can sign up for the online Train-the-Trainer Teacher Certification or you can schedule our team to come onsite and train your staff.



The program is divided into five sessions with the following topics and key words:

FRAMEWORK: Topics covered: Passion, Mission, Vision, Framework, & Company Objective... what problem or challenge are you solving with your business?

Entrepreneur – a person who creates and manages a business or organization which usually involves assuming a significant amount of risk.

Mission – the goal or purpose of the business or organization

Vision – anticipated future standing or results of the business or organization

Revenue – gross earnings of your business or organization

Capital – investment or money required to start the business or organization

MARKETING: Topics covered: Marketing, Branding, the 4 P's, and Competitive Overview... how will your product or services compete in the marketplace?

Marketing – the process and strategy of educating buyers about your product or service

Branding – the process and strategy of creating a distinguished, memorable look and feel to your product or service that is easily recognizable and remembered by your audience

The 4 P's :

Product – the product or service you are selling

Price – the fee you charge for the product or service

Place – where you sell or distribute your product or service

Promotion – how you market, sell, and promote your product or service

Target audience – the audience that is most likely to buy from you, the group of people you tailor all your marketing messaging to, per their characteristics and desires

FINANCIAL: Topics covered: Revenue Streams, Financial Framework, Profit/Loss, Expenses, Basic Budgeting... how will your business be profitable?

Revenue – gross earnings of your business or organization

Expenses – total costs to run the business organization

Profit – all money left over from your revenue once your expenses are paid

Pro Forma – indicates hypothetical financial figures based on business operation assumptions

SALES: Topics covered: Sales Strategy, Customer Acquisition Strategy... how will you earn business and gain new customers?

Sales – the process and strategy of acquiring customers

Acquisition/Acquiring – the act of winning a new customer and earning their business

LAUNCH: Topics covered: Product/Service Launch Strategy... includes all the keys to success, final version of the sales, marketing, finance, and exit strategy and overall answer to: what is your go to market strategy?

This program develops the following qualities in each student:

Adaptable ***, Aware (culturally, globally, self) ***, Clear, Confident, Connected, Innovative ***, Dependable ***, Discerning ***, Empowered, Passionate, Proactive, Purposeful, Reflective ***, Resilient ***, Self-Directed ***, Service Driven, Solution Focused ***

And the 21st Century Skills “4 C’s”

Communication ***, Collaboration, Critical Thinking ***, Creativity ***

***** Postsecondary and Workforce Readiness Competencies**

Postsecondary and Workforce Readiness Competencies Chart

(highlighted squares show where this program aligns)

| Entrepreneurial | Personal | Civic | Professional | Academic |
|-------------------------------------|---|-----------------------------|-----------------------------------|-------------------------------------|
| Critical Thinking & Problem Solving | Initiative & Self-Direction | Core Academic Foundation | Time & Work Management | Apply Skills & Knowledge |
| Creativity & Innovation | Personal Responsibility & Self-Management | Collaboration & Teamwork | Career Literacy | Critical Thinking & Problem Solving |
| Inquiry & Analysis | Adaptability & Flexibility | Communication | Grit & Resilience | Inquiry, Analysis & Evaluation |
| Informed Risk Taking | Self-Awareness of Learning Preferences, Strengths, and Areas for Growth | Global & Cultural Awareness | Work Ethic; Dependable & Reliable | Discernment |

*Information from Office of Postsecondary Readiness: www.cde.state.co.us/postsecondary

ICAP Quality Indicators Associated with the Program:

Self-Awareness, Career Awareness, Postsecondary Options, Postsecondary Aspirations, Employability Skills

The Program will also improve or enhance systems of care in:

Stigma Reduction (increase self-awareness, promote conflict resolution and self-expression)

Psychosocial Support (peer-based support/learning)

Community/Civic Engagement

Employability Skills

Our ultimate intention is to fully train, prepare, and empower the teachers so **they** are able to teach, mentor, and support their students for years to come in addition to helping them create viable business ventures and opportunities for others.



| <u>Online Training Certification Course (Self-Paced Course, 5 Modules)</u> | | | |
|--|---------------------------|----------|-----------------|
| | Amount | Quantity | Total |
| Participant Registration | \$150 per | 1 | \$150 |
| Facilitator License to eLearning Course (Valid for 1 Year) | included | 1 | included |
| Total For <i>Online</i> Training Certification Course | \$150 | | |
| <u><i>In Person/Live Facilitator</i> Training Certification Course (Five 90-Minute Sessions)</u> | | | |
| | Amount | Quantity | Total |
| Participant Registration (up to 30 participants in a group, minimum 2) | \$1500 per | TBD | TBD |
| In Person Facilitator Fee | included | TBD | included |
| Facilitator License to eLearning Course (Valid for 1 Year) | included | TBD | included |
| Total For <i>In Person/Live Facilitator</i> Training Certification Course | \$3000 minimum | | |
| <u>Additional License Fees for eLearning Course</u> | | | |
| | Amount | Quantity | Total |
| Facilitator License to eLearning Course Renewal (per Year) | \$150 per license | | |
| Student Licenses to eLearning Course (Valid for 1 Year) | 1-100 \$25 per license | | |
| | 101-250 \$20 per license | | |
| | 251-1000 \$15 per license | | |
| Total For Additional License Fees for eLearning Course | TBD | | |



To sign up NOW for the:

- 1) ONLINE COURSE for TEENS**
- 2) ONLINE COURSE for KIDS**
- 3) Train-the-Trainer TEACHER Certification**

GO TO: butterflylearning.cogno.com & REGISTER directly online!

To book the Train-the-Trainer TEACHER Certification ONSITE at your location, please email mary@teenbiznetwork.com.