



Kids Biz Academy
GALVANIZE GROUP
Entrepreneurship Program



A photograph of two young boys sitting at a table covered with a checkered tablecloth. They are surrounded by educational materials like cards and markers. A large white circular overlay is on the right side of the image, containing the text 'Outline' and a bulleted list of topics. The background shows other people and a bright, indoor setting.

Outline

- Why Entrepreneurship Education
- Programs from Silicon Valley
- Feedback from Students & Parents
- Program Arrangement
- About Us



Why Entrepreneurship Education

Entrepreneurship education develops children with the skills and mindset to face unforeseen challenges and be successful in the 21st century

According to Harvard Business Review:*



Children who learn about entrepreneurship would become problem solvers, opportunity finders, better at communication, persist through failure and more flexible and adaptable when facing obstacles.

According to World Economic Forum:



65% of children entering primary school today will ultimately end up working in jobs that currently don't exist.

*Osborne, S. (2015). *Young People Need to Know Entrepreneurship Is Hard*.

**World Economic Forum. (2016). *The Future of Jobs - Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution*.

Entrepreneurship education has been promoted and recognized at the Ted Talk. A lot of unique skills can only be developed through entrepreneurship education.

21st Century
Skills for Kids
to Have:

TED 'Let's Raise Kids to be Entrepreneurs' Delivered by Cameron Herold

problem solving	to ask questions	to be creative
to lead others	to learn from mistakes	how to save money
to want to make money	how to sell	to ask for help
public speaking	to never give up	to see solutions

P21 Framework developed by U.S. Department of Education emphasizes entrepreneurship literacy as one of the key 21st century themes.

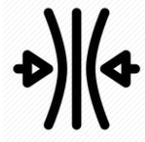
21st century
interdisciplinary theme

Financial, economic, business and entrepreneurial literacy

The P21 Framework for 21st Century Learning



Key
entrepreneurial
mindset and skills
they can use for
life:



Resilient



Sense of Initiative



Communications



Creativity



Diligence



Confidence



Optimism



Growth Mindset



Empathy

Learning Outcome

Attitude

- Take the initiative
- Take risk
- Think critically
- Creative
- Solve problems

Knowledge

- The world of work
- Business world
- Career options
- Social impact

Skills

- Communication
- Presentation
- Planning
- Team work
- Leadership

Financial & Business Literacy

Why at Primary?

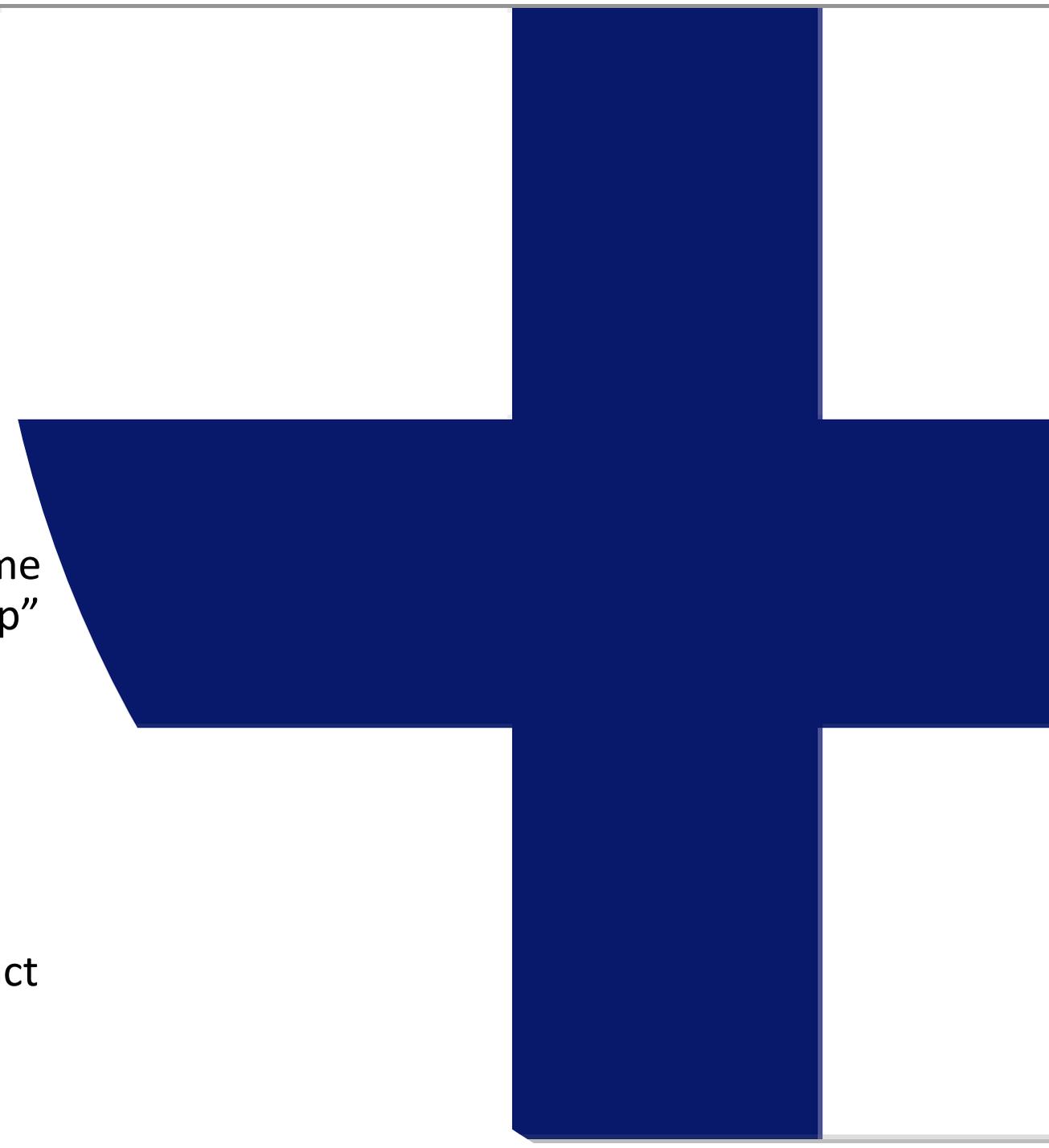
- When their attitude can still be moulded > when they can still see and welcome possibilities
- Mindset and attitudes are developed at a very young age. Research* supports that growth mindset can be taught at the age of 7 – 8 years old
- Teach now and reinforce in secondary schools and universities

*<https://www.gse.harvard.edu/news/uk/17/03/growth-mindset-and-childrens-health>



Finland

- Entrepreneurship is emphasized by Ministry of Education and Culture
- Integrated as compulsory cross- curricular theme “Participatory citizenship and entrepreneurship”
- Learning objectives for primary:
 - To act with a sense of enterprise and initiative
 - To act innovatively and perseveringly in achieving a goal
 - To assess one's own actions and their impact
 - To get to know working life and entrepreneurship activity



Sweden

- Sweden adopted an entrepreneurship education strategy since 2009
- Integrated in the curriculum as cross-curricular objectives
- Was allocated national funds via a separate budget to its specific entrepreneurship strategy.



The Programs

bizworld.org[®]



CURRICULUM DEVELOPED IN

Silicon Valley* San Francisco

*Leading hub of startups and entrepreneurs

*Home to many of the world's largest technology companies including Apple, Cisco, Google, HP, Intel and Oracle.



Significant impact
made internationally
for 20+ years

WORLD NO.1 ENTREPRENEURSHIP PROGRAM

Since 1997, the programs have been delivered to

610,000+ students
100+ countries



Recommended by Schools and Teachers

Over 95% of school teachers* agree that the programs:

1. Connect academic content to real world
2. Develop students' leadership skills
3. Help students to learn to work together to solve problems

*Survey conducted to school teachers in US



Our programs
are proven
to be effective

99%*

Knowledge
Improvement

Students improved their knowledge of business, entrepreneurship, and financial concepts after participating in the programs

*Through assessments done by students

Over 95% of school teachers surveyed agree that the programs **EFFECTIVELY:**

Connect academic content to real world

Develop student's leadership

Teach effective about finance, entrepreneurship and business

Help students to learn to work together to solve problems

Our programs matches with IB Primary Years Programme (PYP) Curriculum

Transdisciplinary themes

- Who we are
- Where we are in place and time
- How we express ourselves
- **How the world works**
- How we organise ourselves
- Sharing the planet

Subject Areas

- **Language**
- Social studies
- **Mathematics**
- Arts
- Science
- **Personal, social** and physical education

Five essential elements

- **Concepts**
- **Knowledge**
- **Skills**
- **Attitudes**
- **Action**



Program Design

Course Development



Real life business case and 20+ years of experience

Teaching Format



Experiential Learning. Project-based. Students form groups and complete tasks together.

Learning Purpose



Develop entrepreneurial mindset and soft-skills such as leadership, problem-solving, teamwork and critical thinking skills.

Instructor

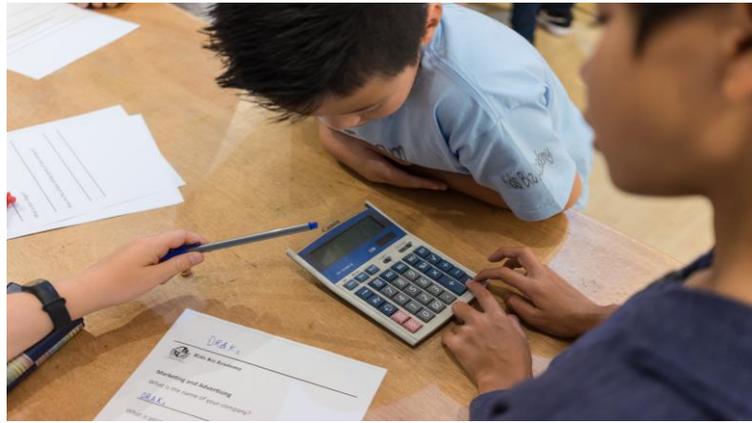


Trained and committed instructors. A diverse mix of qualified teachers and business professionals

The Programs



bizworld[®]



bizwiz[™]



bizmovie[®]

For year 4 - 6
Curriculum from Silicon Valley
All business decisions are student- driven



Learning basics of businesses and entrepreneurship

Students run a bracelet company



Skills Developed

Creativity
Presentation
Negotiation
Teamwork
Leadership
Job interviewing
Problem Solving
Decision Making
Goal setting
Communication
Design thinking
Marketing and Sales
Customer Service
Budgeting & finance

Experiential Learning



Brainstorm and plan for their own firm



Present to venture capitalist for initial funding



Perform market research and create prototypes



Procure and manufacture



Create a marketing and advertising campaign



Sell their products in the sales bazaar



Assess company profitability with financial skills learnt

**JUST
GIVE
BACK**

Make social impact by giving back

Topic



Business 101

Through running their companies, students will understand company formation, what a business is and its objective, and gain business vocabulary.



Basic Accounting & Budgeting

Students will calculate and understand the relationship between price, unit sold, cost, revenue and profit. They will also learn basic budgeting skills and keep track of their finance records.



Design and Prototype

Students will conduct customer interviews to find out customers' needs and preferences. They will use the research result for design and prototypes creation.



Source of Funds and Venture Capitalist

Students will learn different ways of getting money to start their business. They will experience applying for a bank loan and pitching to Venture Capitalist to fund their business.



Production Line

In order to produce products in high quantity and quality for their company, students will learn about process management, flow and efficiency in the production line.



Social Impact

To create positive social value, students learn how to use their company profit to give back to the community to make a positive difference in the lives of others.



Learning the importance of saving and investing

Students participate in simulated trading sessions

Skills Developed

- Teamwork
- Leadership
- Job interviewing
- Problem Solving
- Decision Making
- Goal setting
- Communication
- Plotting Graphs
- Interpreting Trends
- Forecasting
- Calculating Return
- Social Responsibility



Learning the importance of saving and investing

Experiential Learning



Form a company and set investment goals



Learn investment basics and apply to real life situations



Develop an investment plan



Trading session 1
Understand risk and return



Trading session 2
Build a diversified portfolio



Trading session 3
Interpret economic forecast



Trading session 4
Graph market trends



Review ROI and results
Give back to the community



Learning the importance of saving and investing

Topic



Investment 101

Students will learn why people invest and discuss ways to invest responsibly. They will understand the basics of saving, investing, insurance, stocks and different assets types.



Data Analysis and Presentation

Students will learn to collect, organize and present relevant data to answer questions in a meaningful way. They will also learn to interpret the implication of the data.



Economic Forecast and Market Trend

Students will understand and record economic forecast and graph market trends to make strategic trading decisions in the simulated trading sessions.



Diversified Portfolio

Students will learn the importance of diverse investment portfolio and how to create a balanced portfolio of investment types.



Basics Economics

Students will the role of money and price in the market system, concept of scarcity and how market exists from the interaction of buyers and sellers.



Giving Back

Students will learn how investments can be used as a way of giving back to the communities.

bizmovie[®] Learn movie making, technology and entrepreneurship

Students run an animated movie business



Skills Developed

Storytelling
Design
Creativity
Brainstorming
Marketing and Sales
Teamwork
Decision Making
Problem Solving
Job Interviewing
Goal Setting
Work towards achieving goals



Learn movie making, technology and entrepreneurship

Experiential Learning



Set up a company and brainstorm ideas



Learn basics of movie business
Create a business plan



Present to investors for funding



Develop a storyboard, movie scenes and characters



Produce an animation movie



Produce a trailer and launch marketing campaigns



Sell tickets and present movie previews in Box Office Day



Work out the finances to assess company's profitability

Topic



Movie Business 101

Students will learn different types of movie genres, vocabulary of a movie business, business basics and factors that determine the success of a movie. Students will apply for different positions in a movie business company.



Movie Design

Students will design the theme and elements of their movie through conducting a market research. They will develop characters, movie scenes, a storylines and storyboards for their movie.



Computer Movie Animation

Through making an animation movie for their company, students will learn the importance of creativity and technical skills. They will learn digital media, technical design and multi-dimensional illustration.



Startup Cost and Investors

Students will calculate the startup cost of making a movie. They will pitch to investors for initial funding and apply for bank loans when needed.



Copyright

Students will learn what copyright is. They will discuss the impact copyright infringement brings and ways to avoid copyright infringements.



Marketing and Sales

Students will produce a movie trailer, an email message and a print advertisement as promotional materials. They will also set up a box office to sell their tickets.

Learning Outcome

Attitude

- Taking the initiative
- Taking risk
- Think Critically
- Creativity
- Solve problems

Knowledge

- The world of work
- Business world
- Career options

Skills

- Communication
- Presentation
- Planning
- Team work

Financial & Business Literacy



Feedback

What Did Our Students Say

"Thanks for teaching me how to be an entrepreneur! I am very grateful!"

Moorea Plested

Canadian International School

"I enjoyed selling and talking to customers!"

Aiden Tang

ESF Kowloon Junior School

"Instructors, thank you for making me a little entrepreneur!"

Austin See

Hong Kong Academy

"I love the business experience! I felt exhausted but I was very happy and surprised when I know we made the most money and won the biggest prize!"

Arren Kuk

Wah Yan Primary School

"We were all very happy because we had a lot of fun participating in the sales bazaar! We shouted at the top of our voices to attract customers to our stall!"

Sophie Tam

St. Paul's Covent School

"Talking to customers, whenever they buy a merchandise that we made ourselves, definitely boosted my confidence, made myself feel fortitude and astute."

Kennice Pong

Independent Schools Foundation

What Did Our Students Say

"I love the experience because I am the cutting master of my team in the production line!"

Jacob Fung

PLK Camoes Tan Siu Lin Primary School

"I have learned so much today. Thank you, instructors, for teaching us about business and much more!"

Valerie Yau

PLK Choi Kai Yau School

"I feel happy because it was fun and I made money!"

Mavis Pang

Canadian International School

"I am happy but tired. Making money isn't an easy job."

Rico Leung

Renaissance College

"It was fun but challenging because we learned how to start a business and do marketing from scratch."

Brady Hsu

Hong Kong Academy

What Did Our Parents Say

"It was a fantastic experience to join Kids Biz's Little Entrepreneur Program. The great team led my 7-year-old girl to build up her own business with some other kids.

They learned from scratch about setting up a business. They designed the name and logo of their shop and produced their products. They also used the persuasion skills learned to sell their products. Most importantly, my girl enjoyed a lot and had lots of fun. Thanks again, Galvanize Group and the team."

Kimberly

Mother of Karla Lam from SWCS YMCA of Hong Kong

"The instructors are very kind and the course is well organized. Happy to see my kid enjoy being a little entrepreneur there."

Andy

Father of Raiden Tang from ESF Kowloon Junior School

'My kid wants to have his own business in the future and this class has inspired him to think of different business plans to make his business a success. Thank you, Kids Biz Academy, Galvanize Group.'

Elsie

Mother of Rico from Renaissance College



Class Arrangement

Class Arrangement



Class Size

18 – 24 students
6 students in a team



Total Class Hours

BizWorld - 20 hours
BizWiz - 15 hours
BizMovie - 25 hours



Schedule

After- school program
Holiday camp
Integrate to Sci Curriculum

Assessment

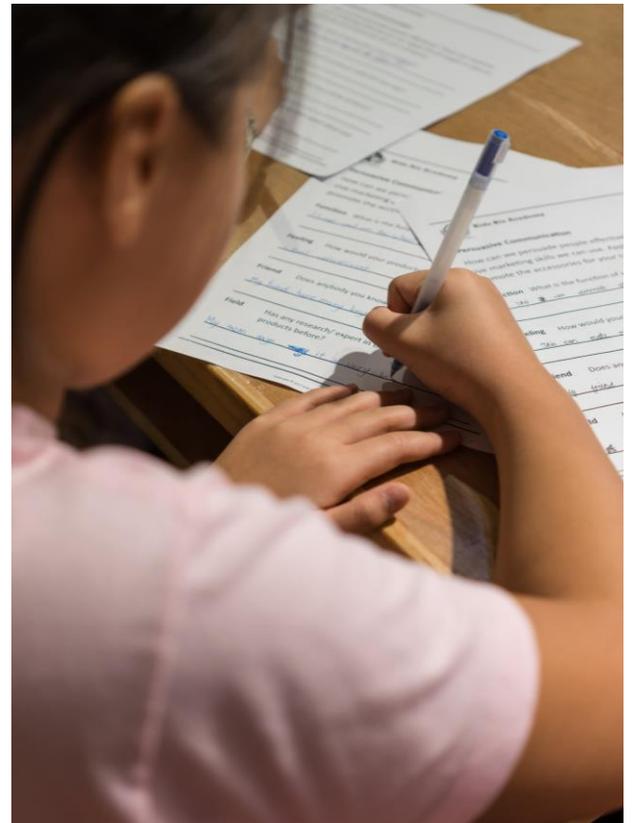
Pre-assessment



Programs



Post-assessment



What do we provide

- All class and student materials
- Parent Guide
- Certificate of Completion upon completion of program
- Experienced and trained instructors
- 1: 8 or 1:12 instructor to student ratio (depends on the sessions)
- Future entrepreneurship activities or competitions
- Promotional materials





Support from school

1. Classrooms –a safe learning environment
2. Nomination/ recruitment of students

About Us



Why Galvanize Group?

- The **exclusive partner** of BizWorld in Hong Kong
- Quality guaranteed. Our programs received **100% recommendation rate** by parents
- Founded by passionate **MBA graduates** from **HKUST, World Top 15 MBA. Strong business knowledge and skills, and extensive corporate network.** Management team members have **comprehensive experience in the education industry**
- Instructors include a diverse mix of experienced teachers and business professionals



Kids Biz Academy
GALVANIZE GROUP

Our Experience

Our students represented the following schools:

- Canadian International School
 - ESF Kowloon Junior School
 - ESF Renaissance College
 - Hong Kong Academy
 - Independent Schools Foundation
 - Po leung Kuk Choi Kai Yau School
 - St. Paul Convent School
 - Pui Ching Primary School
 - San Wui Commercial Society YMCA of Hong Kong Christian School
- And More



Kids Biz Academy
GALVANIZE GROUP

What's Next?

1. Format - after-school program, holiday camp or curriculum integration?
2. Schedule - weekly or CNY/ Easter/ Summer camp?
3. Venue
4. Language medium
5. Student recruitment

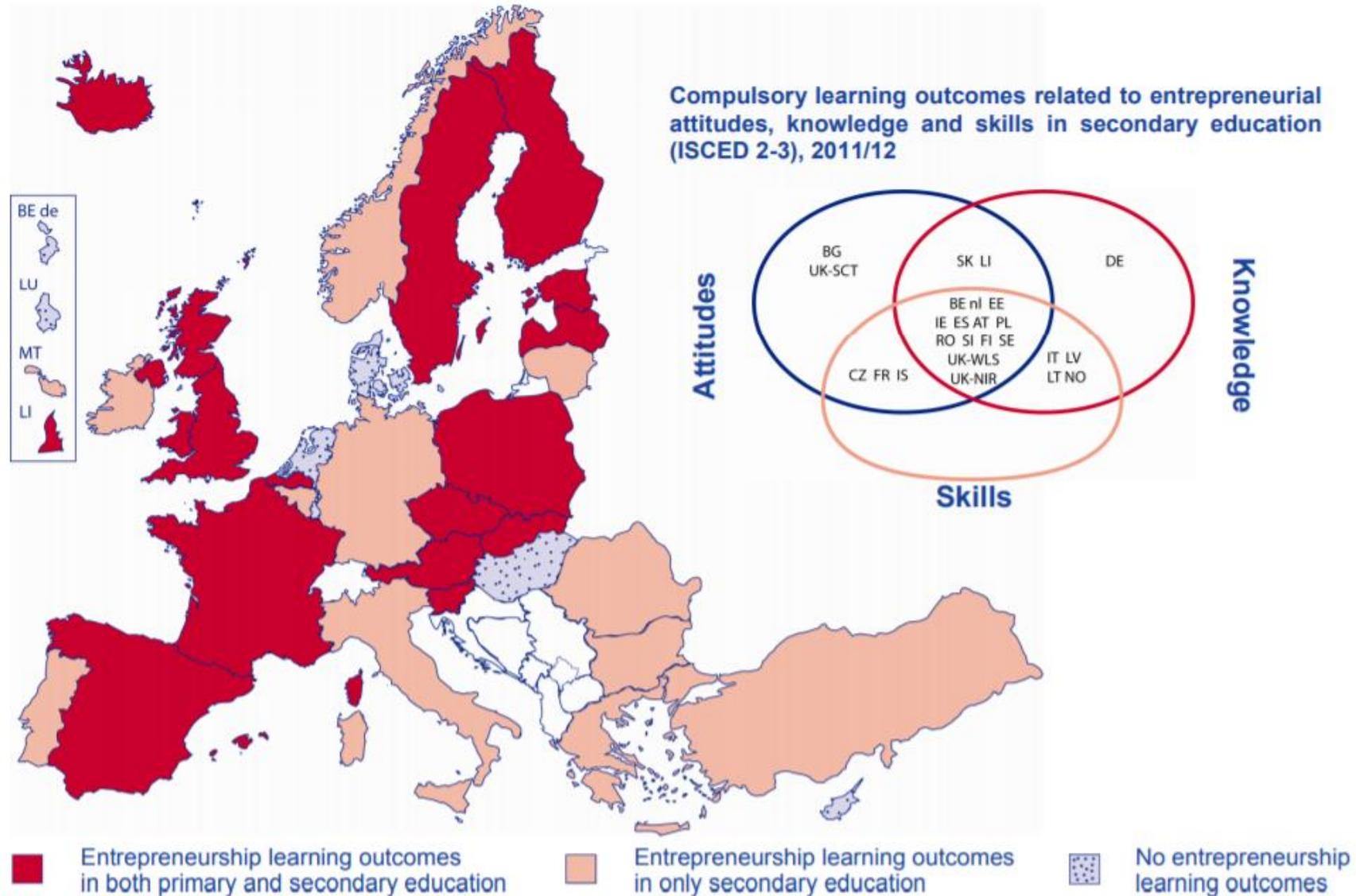




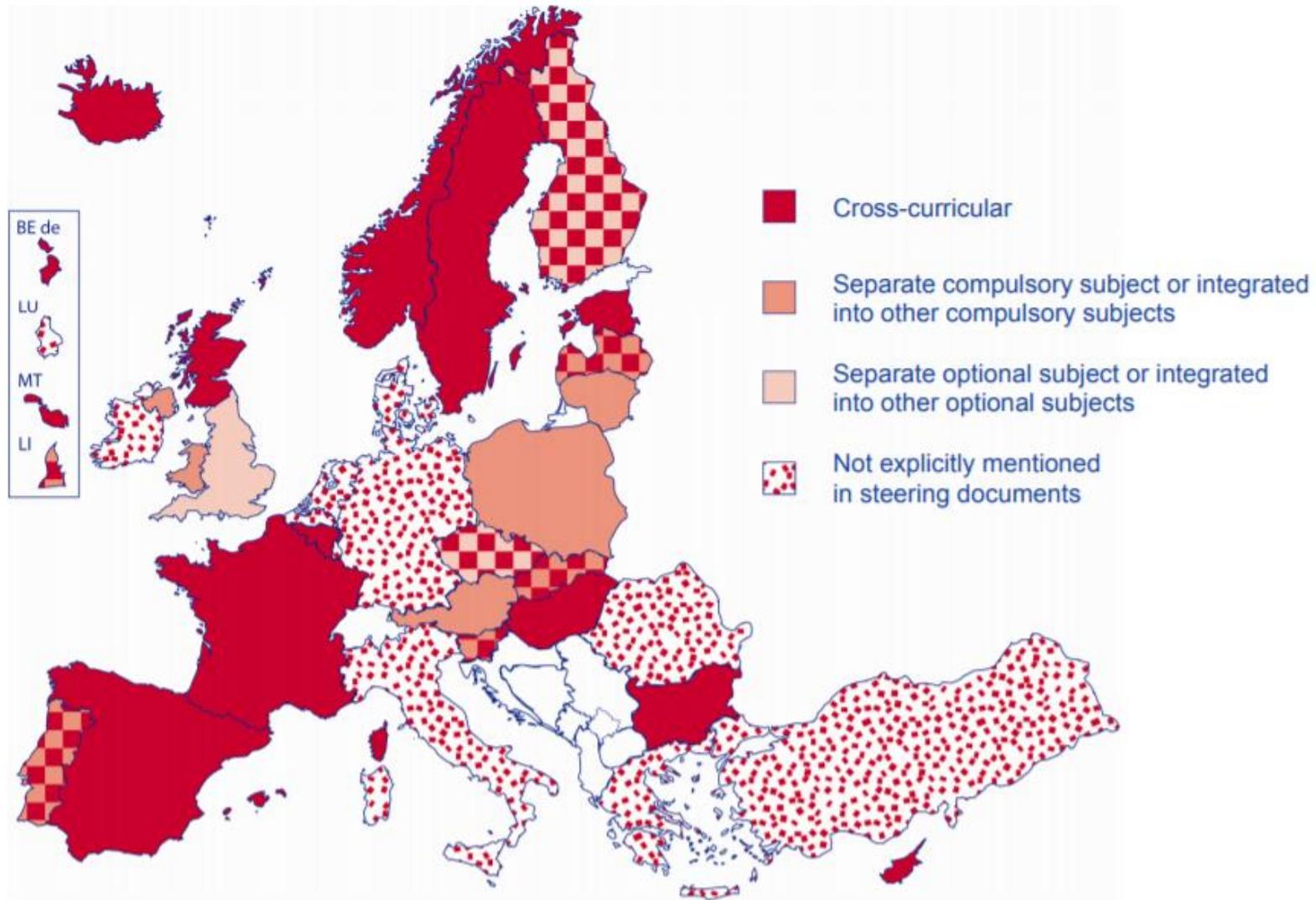
Thank You

More info at:
www.KidsBizAcademy.com

◆◆◆ Figure 3.1: Definition of learning outcomes for entrepreneurship education in primary and general secondary education (ISCED 1-3), according to central steering documents, 2011/12



◆◆◆ Figure 2.1: Approaches to entrepreneurship education in primary education (ISCED 1), according to central steering documents, 2011/12



Source: Eurydice.

Country specific note

United Kingdom (UK-ENG): Enterprise Education is taught as part of Personal, Social and Health Education. This subject is not itself compulsory for schools to teach, but is taught in most schools and is then compulsory for pupils.

Other children business programs

Course Development



By educators

Teaching Method



Textbook/ lecture/ short activity

Learning Purpose



Learn business-related knowledge

Instructor



Unknown or volunteers/ school teachers with limited business experience

Programs in Galvanize Group



Real life business cases and 20+ years teaching experience



Experiential Learning- forming groups and completing tasks together



Develop leadership, teamwork, problem solving and critical thinking skills



Committed and trained instructors with experiences in real world business experience and with children

About BizWorld.org



- The BizWorld founder, venture capitalist Tim Draper from the US, was asked by his eight-year-old daughter to describe what he did at work every day. Excited by the opportunity to explain entrepreneurship business to a third grader, he used his daughter's enthusiasm for making a friendship bracelet to create a project-based program in which students learn to start and run a business.
- The need and demand for BizWorld's hands-on, interdisciplinary approach to learning quickly became apparent. The BizWorld Foundation was established in 1997 to make BizWorld programs available to all children around the world. .
- Today, BizWorld.org is the largest educator-led entrepreneurial program in the world, having taught and inspired over 615,000 children.



AUSTRALIA



DENMARK



IRELAND



INDIA



ITALY



MEXICO



NETHERLANDS



TAIWAN



UNITED ARAB EMIRATES



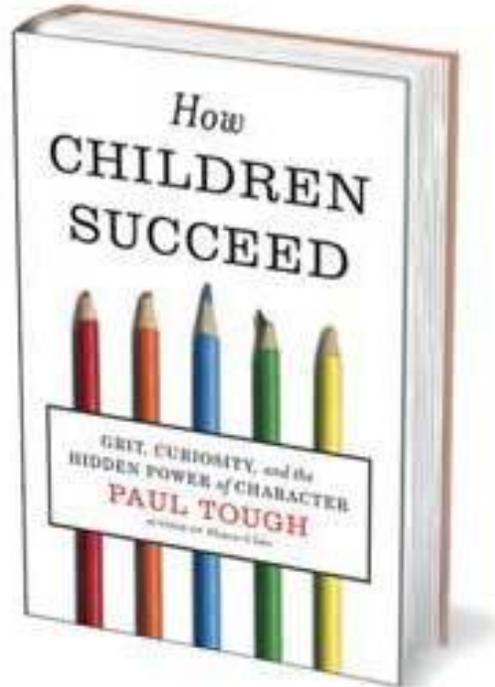
UNITED KINGDOM



Programs are Internationally Run



NEW YORK TIME BEST SELLER



How Children Succeed: Grot, Curiosity, and the Hidden Power of Character



Stuff as much as information into her/his brain in the first few years



Develop a very different set of qualities, a list that includes persistence, self-control, curiosity, conscientiousness, grit, and self-confidence.

21st Century Skills for Kids to Have

problem solving	to ask questions	to be creative
to lead others	to learn from mistakes	how to save money
to want to make money	how to sell	to ask for help
public speaking	to never give up	to see solutions

Source: Ted Talk 'Let's Raise Kids to be Entrepreneurs' Delivered by Cameron Herold in 2010

Entrepreneurial Traits to Nurture in Kids

attainment

sales

handling failure

tenacity

introspection

boot strapping

leadership

networking

customer service