



## **Enhancing entrepreneurial mindset and self-empowerment in kids - EMPOW4KIDS**

*ERASMUS+ KA220-SCH - Cooperation partnerships in school education*  
*2021-1-CZ01-KA220-SCH-000032484*

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**Project Acronym:**

EMPOW4KIDS

**Project Title:**

Enhancing entrepreneurial mindset and self-empowerment in kids

**Project Number:**

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**Sub-programme or KA:**

KA220-SCH - Cooperation partnerships in school education

**Website:** <https://www.kidsentrepreneurs.eu>

**Consortium:**



## 1. LIBRARY

Useful links to be used by teachers

### WHAT PART (where to start)

*Videos (what is it to be an entrepreneur):*

[Cha-Ching - Entrepreneur](#) (3:00)

[Innoventure Jr.: What is an entrepreneur?](#) (1:22)

[Does your child know what an entrepreneur is? - SmartKids](#) (1:30 min)

[What Does It Mean To Be An Entrepreneur? ~ kids books read aloud](#) (9:55 min)

*Videos (young entrepreneur examples):*

[Young Entrepreneurs Share Their Success Story | Motivational Video for Kids](#) (4:29 min)

[Child entrepreneurs turning ideas into money making businesses | A Current Affair](#) (2:35 min)

[Live in the D: These Kids Have Their Own Business](#) (4:42 min)

### GENERAL INTRODUCTION TO THE BUSINESS PLAN / BUSINESS CANVAS

[Writing a Business Plan](#) (3:43 min)

**Business Model Generation: A Handbook For Visionaries, Game Changers, and Challengers** - Osterwalder, Alexander; Pigneur, Yves; Clark, Tim (2010).. Strategyzer series. Hoboken, NJ

<https://www.canva.com/graphs/business-model-canvas/> - The free templates from Canva's online business model canvas creator – © 2023 All Rights Reserved, Canva

**How to Pitch a Brilliant Idea** - Kimberly D. Elsbach [<https://hbr.org/2003/09/how-to-pitch-a-brilliant-idea>] - Harvard Business Review, September 2003

**How to effectively pitch a business idea** - Lauren Landry [<https://online.hbs.edu/blog/post/how-to-pitch-a-business-idea>] - Harvard Business School Online's Business Insights Blog, July 28, 2023

## WHO PART

*Videos:*

[Understanding customers types \(Personas\) \(1:11\)](#)

[What is Empathy Mapping? \(0:48\)](#)

[Marketing Segmentation \(3:42\)](#)

[Consumers vs Customers: What is the difference? \(1:02\)](#)

[Introduction To Marketing For Kid Entrepreneurs \(1:08 min\)](#)

## HOW PART

<https://kidentrepreneurship.com> – The free Entrepreneurship Education for K-12 schools & families

<https://www.youtube.com/@Kidspreneurship> – The YouTube channel to give an easy understanding of the journey starting a business venture.

## HOW MUCH PART

**Kidpreneur\$. Young entrepreneurs with big ideas** - Matthew & Adam Toren - 2023 - Real World Lessons JV DBA

<https://bizkids.com> - Biz Kid\$ is a U.S. national financial literacy initiative based on the Emmy Award-winning public television series where kids teach kids about money and business - © 2023 Biz Kids, LLP