

INNOVATION KIDS ENTREPRENEUR CLUB CURRICULUM (GRADES 3–5)

Duration: 32 Sessions (1 hour each) + 5 Quiz & Activities Sessions (1 hour each)

Unit 1: Introduction to Entrepreneurship (Sessions 1–4)

Session 1: What is an Entrepreneur? (Stories of kid entrepreneurs)

Session 2: Identifying Problems & Opportunities (fun brainstorming game)

Session 3: Needs vs. Wants (mini activities with everyday items)

Session 4: Idea Generation Challenge (teams brainstorm business ideas)

Unit 2: Creativity & Design Thinking (Sessions 5–8)

Session 5: Design Thinking Process – Empathize & Define (understanding customers)

Session 6: Creative Problem Solving (LEGO/arts-based challenge)

Session 7: Prototyping Basics (paper prototypes, simple mock-ups)

Session 8: Pitching Ideas to Peers (mini 1-minute pitches)

Unit 3: Money Matters (Sessions 9–12)

Session 9: Basics of Money (earning, saving, spending, donating)

Session 10: What is Profit? (simple lemonade stand example)

Session 11: Pricing Game (how to price products with play money)

Session 12: Budgeting for a Mini Business (worksheet activity)

Unit 4: Marketing & Branding (Sessions 13–16)

Session 13: What is a Brand? (logos, slogans, colors)

Session 14: Creating a Logo & Business Name (art-based session)

Session 15: Advertising 101 (posters, jingles, social buzz)

Session 16: Customer Experience Roleplay (seller vs. customer game)

Unit 5: Building & Running a Business (Sessions 17–24)

Session 17: Choosing a Club Business (vote on 1–2 business ideas to execute)

Session 18: Team Roles (CEO, marketing, finance, design, sales)

Session 19: Planning the Product/Service (materials, cost, steps)

Session 20: Making Prototypes (craft, design, testing)

Session 21: Testing with Peers (get feedback)

Session 22: Improving Product (iteration session)

Session 23: Setting Prices & Profit Goals (math + roleplay)

Session 24: Marketing Campaign Prep (flyers, posters, practice pitches)



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Unit 6: Sales & Customer Experience (Sessions 25–28)

Session 25: Practicing Sales Conversations (role-play with peers)

Session 26: Selling at Mock Market (club simulation with play money)

Session 27: Real Business Event Prep (plan for showcase day or market day)

Session 28: Final Rehearsal (set up booths, practice pitches, finalize roles)

Unit 7: Showcase & Reflection (Sessions 29–32)

Session 29: Market/Showcase Day (invite parents/community—kids sell or present projects)

Session 30: Count Profits & Reflect (what worked, what didn't)

Session 31: Giving Back (donating a portion to charity, if possible)

Session 32: Celebration & Certificates (highlight leadership, creativity, teamwork)

