Business Kids
FRANCHISES
BusinessKids is a program for very young entrepreneurs, in which they learn to develop business ideas through play.

**Philosophy:** To encourage and build entrepreneurial skills in children in a playful and creative environment, which promotes entrepreneurship, teamwork, self-esteem, love for work, proactive behavior, community service, environmental protection, saving and money awareness. In BusinessKids we teach children that good businesses are more than just a source of wealth, thus creating in them a real social conscience. BusinessKids teaches kids to be entrepreneurs with a sound set of values.

**Objective:** Teach children the first steps to run a basic, within reach business so they grow up to be confident and knowledgeable entrepreneurs, who trust their ability to achieve any goal.

**Concept:** Courses divided into 22 subjects that bring kids into the business world through play and creativity.
What is BusinessKids?

Services
- Afternoon lessons (during the school cycle)
- Summer courses
- Weekend thematic workshops
- Trips and excursions that encourage entrepreneurship in children
- Courses and consulting sessions for parents

Activities & Games
The BusinessKids program is based on activities, games, interactive classes, short sessions with PowerPoint presentations and videos.
How BusinessKids was born?

BusinessKids is an offspring of Comercio Internacional Mexicano S.A. de C.V., a Company specialized in executive training. After several years of working with entrepreneurs, we realized that most of the students enrolled in the entrepreneurship programs and seminars had something in common: fear of undertaking their projects.

We analyzed that a 90% of adults not coming from entrepreneur families does not consider starting a company, or has fear of possible obstacles or outcomes. In some cases, these adults decide to try and carry out their projects, but they abandon them as soon as they face difficulties, perhaps when they see their money running down the drain or when the market is not answering as they expected. On the other hand, when a child grows up in an entrepreneurial environment –families where the father, mother, both or other family member are entrepreneurs- , he learns that risk, challenge and ups and downs are part of any business, so he will not be afraid when he starts a business as an adult, and he usually follows through a long-term project.

BusinessKids was born to teach children the necessary tools to become entrepreneurs, such as self-confidence, self-esteem, leadership skills and sales, creativity, financial education and customer service, among many others. Teaching children to undertake their own projects is to plant a seed in them that will eventually bloom into a committed sense of challenge, social conscience and fruitful entrepreneurship.
How BusinessKids was born?

BusinessKids as Social Responsibility Project

The idea of being an entrepreneur with a sound set of values is one of the first steps to change the world for the better. Most businesses do not survive the first two years; entrepreneurs abandon their dream even earlier just to return to a comfort zone, namely being someone else’s employee. The lack of entrepreneurial training leads them to disappointment when they realize their expectations are not met in the short term. It is possible to learn to be a successful entrepreneur, and to understand the mechanisms that lead to effectively undertaking any project and seeing it through, drawing on innate creativity in order to overcome obstacles that will surely arise in the business consolidation process.

Entrepreneurial education makes a difference. Childhood is the most creative stage of human beings: all our great dreams and ideas emerge when we are little. If we encourage kids to make their dreams come true, giving them the adequate tools to do so, we will have confident individuals who will have the necessary knowledge and social conscience to be the new kind of entrepreneurs this world needs.

BusinessKids educates those future leaders and entrepreneurs that will be the driving force of change!
Enable children to become acquainted with business terms, through games and activities, and in an appropriate language according to their age.

**Age range:** a) 4 - 6 years old b) 7 - 10 years old c) 11-14 years old

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Define and personalize each participant’s business project. At this stage there is a follow through of the BusinessKids 1 Program subjects, focusing on developing personal projects with learning activities and games. Consultants work with children both in groups and individually.

**Age range:** a) 4 - 6 years old b) 7 - 10 years old c) 11-14 years old
Encourage the development and subsequent implementation of individual business projects via:

a) Parent education and counseling.

b) Trips, excursions and special events that will enhance the learning experience of children.

c) Weekend seminars on specific business and targeted issues.

d) Legal and psychological counseling for parents in order to have a thorough understanding of the process and be an effective support for their children.

Subject:

- Entrepreneurial development
- Defining my vocation
- Administration
- Creativity
- Design
- Computing
- Teamwork
- Learning to sell
- Learning to shop
- Marketing and publicity
- Producing my ideas
- Human resources: how interact with others

- Emotional intelligence development
- Finances and money awareness: How to invest my savings
- Leadership and self-esteem
- Communication
- Public relations
- Global thinking
- The value of serving
- Coaching
- Ethics and values
- Ecology and environmental care
What do we offer?

Turnkey Franchise

- Turnkey Franchise
- A BusinessKids center supported by more than 15 years of experience educating entrepreneurs, and more than 7 years of successfully working the concept with children, in cooperation with a team of psychologists and consultants.
- Use of brand in the specific location where the franchise confers the registered trademark BusinessKids license, already positioned.
- Furniture, minimum technical equipment (6 computers, a printer, 2 iPads, 1 projector), and decoration for a five area center:
  - Entrepreneurs Room 1 (for children over 7 years)
  - Entrepreneurs Room 2 (for children 4-6 years)
  - Creativity Room (for activities)
  - Playing Area (bigger area or room for physical activity)
  - Administrative Office (Direction Office which can also be used for appointments with parents)
- Preoperational guidelines and support
- Authorization and approval of facilities
- Support for facilities search in your area
- Architectural consultancy
- Commercial office equipment
- Consultant assistance during first classes
- Job profiling and recruitment support
- Strategies for initial advertising and promotion
- Counseling for the inaugural event
Training:
- Initial training on business operations, preparation of staff, teacher training and talent development
- Continuous training on business management, sales, marketing and customer service
- Initial technical training for an adequate application of activities and games, and class teaching
- Training on the business vocabulary for children
- Training in first aid and civil protection tasks

Intensive support during the first month of operations

Ongoing assistance during the validity of the franchise contract:
- Scheduled assistance visits
- Technical support by phone
- Remote assistance by e-mail and Facebook

Initial printed promotional material:
- Space in the BusinessKids website
- 1000 promotional postcards and 1000 business cards
- Access as administrator of the Facebook page.
What do we offer?

Turnkey Franchise

- Electronic files and printed material for activities and games
- All materials and supplies for a given period, whether summer or regular semester
- Exclusive activities developed by the BusinessKids team
- Operations manuals including operational, administrative, and franchise image key aspects, as well as a games and activities implementation manual.

BusinessKids offers a profitable and fun business with large profit margin, and an attractive return on investment that also encourages family life.
What do we offer?

Turnkey Franchise

Requirements

- Entrepreneurial experience and/or related studies (economic administrative careers, Industrial Engineering, Psychology, Education, and the like)
- Commercial office area, corporate office building or home room with specific land-use
- Excellent location
- Area of 100-150 m².
- Available area for an office, 3 classrooms and a free area (interior or exterior).
- Electric power, water, and proper drainage services
- At least one phone line
- Broadband Internet
- Parking space or at least a drop-off area
- Guaranteed security
Schools, educational institutions, kindergartens, consulting and training companies, small and medium-sized enterprises and organizations that already have the necessary equipment and furniture can purchase our Basic BusinessKids Franchise, comprised of:

- A BusinessKids center supported by more than 15 years of experience educating entrepreneurs, and more than 5 years of successfully working the concept with children, in cooperation with a team of psychologists and consultants.
- Use of brand in the specific location where the franchise confers the registered trademark BusinessKids license, already positioned.
- Preoperational guidelines and support.
- Authorization and approval of facilities.
- Consultant assistance during first classes.
- Job profiling and recruitment support.
- Strategies for initial advertising and promotion.
- Counseling for the inaugural event.
What do we offer?

Basic Franchise

• Training:
  • Initial training on business operations, preparation of staff, teacher training and talent development
  • Continuous training on business management, sales, marketing and customer service
  • Initial technical training for an adequate application of activities and games, and class teaching
  • Training on the business vocabulary for children
  • Training in first aid and civil protection tasks
• Intensive support during the first month of operations
• Ongoing assistance during the validity of the franchise contract:
  • Scheduled assistance visits
  • Technical support by phone
  • Remote assistance by e-mail and Facebook
• Initial printed promotional material:
  • Space in the BusinessKids website
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• Electronic files and printed material for activities and games
• All materials and supplies for a given period, whether summer or regular semester
• Exclusive activities developed by the BusinessKids team
• Operations manuals including operational, administrative, and franchise image key aspects, as well as a games and activities implementation manual
BusinessKids Turnkey Franchise price includes all of the above-mentioned items.

- Royalties: None
- Franchise renewal (annual): see technical data
- Recovery Period: From 9 to 12 months.
- Does not include remodeling costs, such as area divisions, carpentry, flooring, bathroom furniture, finishes, etc.
- The profit margin and the period of recovery are estimated based on projections, which do not represent any legal commitment.
Profitability

of the BusinessKids Basic Franchise

- BusinessKids Basic Franchise price includes the above-mentioned items.
- Royalties: None
- Franchise renewal (annual): see technical details
- Recovery Period: 7 to 9 months.
- The profit margin and the period of recovery are estimated based on projections, which do not represent any legal commitment.