

STUDENT BIZ - Brantford/Brant County

ABOUT STUDENT BIZ

The Student Biz program is a community partnership between the Brantford-Brant Business Resource Centre, Brant Haldimand Norfolk Catholic District School Board and the Grand Erie District School Board. The program is designed to provide an opportunity for students to learn skills that will enable them to be successful entrepreneurs in a hands-on learning environment and earn two Co-op credits.

THE PROGRAM

The program will be presented in Brantford/Brant County for students who attend school in the area or who are proposing a business idea that will operate in the area, with mentors who live and work in the area.

1) *Business Development Training*

The in-class segment is designed to provide students with solid business management skills, related personal skills development and completion of a researched, realistic business plan and financial documents. All classes will be held at the BRC at 201 - 1 Market Square Brantford, ON N3T 6C8.

Introduction to the Business Plan

Wednesday April 4th 9:30am - 2:30pm

Gain an understanding of the key components of the business plan and how each section is connected to tell the story of you and your idea. We will explore the core sections typically included: Company Profile, Industry Overview, Competition, Products & Services, Target Market (customers), Operations, Marketing Plan and Financials. Meet with members of the Economic Development Department to understand the impact of your business in the community.

Business Rules & Regulations

Friday April 20th 9:30am - 2:30pm

Learn the basic start-up requirements including: registering a business and choosing a business name (the process and cost), legal entity structures (sole proprietorship, partnership and corporation) and their advantages and disadvantages, sources of financing, essential government & industry regulations (licensing, permits, zoning and taxation) and legal and insurance considerations. Meet with a local Insurance Agent, Lawyer and government agent to discuss rules, regulations and risks for your business.

Understanding the Numbers

Wednesday May 2nd 9:30am - 2:30pm

Learn how to calculate your start-up and operating costs, develop budgets, calculate your cash flow, identify your breakeven points and cost and price your products and services profitably. Learn how decisions you make about your operations and production processes affect your bottom line and how to ensure your estimates and quotes are in line with your final invoice. Meet with a local Bank representative and funding agency to discuss credit, lending and saving.

Marketing & Sales

Thursday May 17th 9:30am - 2:30pm

A good marketing plan spells out all the tools and tactics you'll use to achieve your sales goals. It identifies what you'll sell; who'll want to buy it and the tactics you'll use to generate leads that result in sales. Learn to successfully create and implement marketing techniques and sales strategies, personal promotions, advertising materials that create connections and focus on what your business has to offer. Learn how to handle objections and set targets and goals and measure the effects of your efforts. Meet with a Marketing professional to discuss social media, marketing materials and branding for your business.

Students are provided with lunch and all the training materials, handouts and tools necessary to complete their business plans and financial forecasts.

2) *Ongoing Business Support*

Students also receive one-on-one mentoring and support from local entrepreneurs and business people with proven business start-up and entrepreneurial experience. Advisors assist clients during the in-class segment and follow-up with them as they build and grow their business.

3) *The Pitch*

Students will also participate in a Business Pitch component. Participants will be given one minute to pitch their business idea and an additional three minutes to answer questions from the panel to receive feedback on their business idea and an evaluation of their presentation.

HOW TO APPLY?

Interested students should speak with the Co-operative Education teacher, Experiential Learning Coordinator or SHSM Teacher in their school.

STUDENT Business Examples

PHOTOGRAPHY

Use your photography skills to take family photos, headshots, frame pictures of nature to sell or create memory books with pictures.

LAWNCARE

Borrow the family lawnmower to cut lawns or trim hedges. Help plant gardens or weed flower beds. Move lawn furniture and clear out sheds.

JEWELLERY

Teach classes on making jewellery, sell finished jewellery pieces, use recycled products to create new looks. Find unique pieces to resell.

WOOD & METAL

Use your woodworking skills to make Muskoka chairs, cabinets, bird houses or simple art pieces. Use your welding skills to make art, planters or signs.

LESSONS

Share your skills in art, dance, music or sports with others. Teach classes, run a day camp or program, give swimming lessons in the client's own pool.

2018 STUDENT BIZ

Developing High School Entrepreneurs

Brantford & Brant County

Are you a high school student living or attending school in Brantford or Brant County?

Ever had an idea for a business or want to be your own boss?

Need help getting started?

THE PROGRAM:

The Student Biz program is offered through a community partnership between the Brantford - Brant Business Resource Centre, the Brant Haldimand Norfolk Catholic District School Board and the Grand Erie District School Board.

1. TRAINING

Four (4) - one (1) day training seminars 9:30am - 2:30pm (lunch included)
SESSION One: Introduction to the Business Plan
SESSION Two: Rules & Regulations - what you need to know
SESSION Three: Understanding the Numbers (costing, pricing, financing)
SESSION Four: Marketing & Sales - getting your name out there

2. MENTORSHIP

Students will work with local community mentors to complete their business plan and get their business started. Mentors include previous youth entrepreneurs, banking and financial professionals, marketing professionals and industry leaders.

3. CO-OP CREDIT

Students who choose to operate their businesses full-time during the summer, may be able to receive high school co-operative education credits as part of an experiential learning program. Participation and acceptance is based on school and program guidelines.

4. THE PITCH

Pitch your business idea to a panel of industry professionals to get feedback and support for your business start-up.

Contact the Co-op Education Teacher at your school for more information

Presented by:

