**E4KIDS**

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

*ERASMUS+ KA220-SCH - Cooperation partnerships in school education*

 *2021-1-CZ01-KA220-SCH-000032484*

Author(s):

FAKULTNÍ ZAKLADNI SKOLA S RVJ PRI PEDF UK PRAHA 5 DRTINOVA

VÝZKUMNÝ ÚSTAV PRO PODNIKÁNÍ A INOVACE, Z.Ú.

SMART NEST

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**Project Acronym:**

EMPOW4KIDS

**Project Title:**

Enhancing entrepreneurial mindset and self-empowerment in kids

**Project Number:**

2021-1-CZ01-KA220-SCH-000032484

**Sub-programme or KA:**

KA220-SCH - Cooperation partnerships in school education

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

**Consortium:**





# LIBRARY

Useful links to be used be teachers

**WHAT PART (where to start)**

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

[Cha-Ching - Entrepreneur](https://www.youtube.com/watch?v=73IetI9oG20)(3:00)

[Innoventure Jr.: What is an entrepreneur?](https://www.youtube.com/watch?v=Sc-yHMF7mNo) **(**1:22)

[Does your child know what an entrepreneur is? - SmartKids](https://www.youtube.com/watch?v=PFx_dUGJI9M) (1:30 min)

[What Does It Mean To Be An Entrepreneur? ~ kids books read aloud](https://www.youtube.com/watch?v=_rtonlC8DGo) (9:55 min)

*Videos (young entrepreneur examples):*

[Young Entrepreneurs Share Their Success Story | Motivational Video for Kids](https://www.youtube.com/watch?v=XQ4RESzO2wI) (4:29 min)

[Child entrepreneurs turning ideas into money making businesses | A Current Affair](https://www.youtube.com/watch?v=UD_o3U4YAbU) (2:35 min)

[Live in the D: These Kids Have Their Own Business](https://www.youtube.com/watch?v=4tunmVhM2LA)(4:42 min)

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

[Writing a Business Plan](https://www.youtube.com/watch?v=7ykkhepT9aE)(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)](https://www.youtube.com/watch?v=kiiBhN69b7M) **(1:11)**

[What is Empathy Mapping?](https://www.youtube.com/watch?v=DfSuOkgv7BU) **(0:48)**

[Marketing Segmentation](https://www.youtube.com/watch?v=DUuirqtSqpg) **(3:42)**

[Consumers vs Customers: What is the difference?](https://www.youtube.com/watch?v=XH-9md0PaFk) **(1:02)**

[Introduction To Marketing For Kid Entrepreneurs](https://www.youtube.com/watch?v=a7VIINhlTwU) **(1:08 min)**

**HOW PART**

**HOW MUCH PART**

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

[https://www.youtube.com/@Kidspreneurship](https://www.youtube.com/%40Kidspreneurship) – The YouTube channel to give an easy understanding of the journey starting a business venture.

**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