

First published in the UK in 2018 by

**Ivy Kids**

An imprint of The Quarto Group

The Old Brewery

6 Blundell Street

London N7 9BH

United Kingdom

www.QuartoKnows.com



Copyright © 2018 Quarto Publishing plc

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage-and-retrieval system, without written permission from the copyright holder.

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library.

ISBN: 978-1-78240-696-5

This book was conceived, designed & produced by

**Ivy Kids**

58 West Street, Brighton BN1 2RA, United Kingdom

PUBLISHER Susan Kelly

CREATIVE DIRECTOR Michael Whitehead

MANAGING EDITOR Susie Behar

ART DIRECTOR Hanri van Wyk

DESIGNER Claire Munday

IN-HOUSE DESIGNER Kate Haynes

PROJECT EDITOR Hazel Songhurst

ASSISTANT EDITOR Lucy Menzies

Printed in China

1 3 5 7 9 10 8 6 4 2



# ENTREPRENEUR ACADEMY



WRITTEN BY  
STEVE MARTIN

ILLUSTRATED BY  
MAISIE ROBERTSON

IVY KIDS



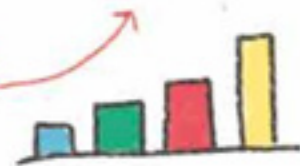
# CONTENTS

Welcome to Entrepreneur Academy! 8



## CREATIVE SKILLS

- New Ideas 8
- Better Ideas 10
- Design Ideas 12
- Right Place, Right Time 14
- Testing An Idea 18
- Social Entrepreneur 18
- Advertising 20
- New Trends 22
- Branding 24



## BUSINESS SKILLS

- Costs 28
- Selling Price 28
- Profit and Loss 30
- Balancing Money 32
- How to Stand Out 34
- Customer Service 38
- Making a Pitch 38
- Give and Take 40

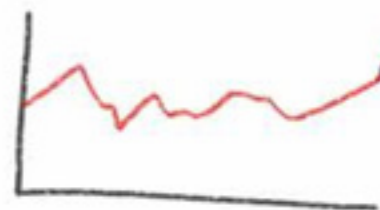


## MANAGEMENT SKILLS

- The Manager 42
- Finding the Right People 44
- Team Building 48
- Using Empathy 48
- Setting Goals 50



- Making a Plan 52
- Staying Positive 54
- Finding Solutions 58
- How to Succeed 58
- Get Started 60



## THE MARKETPLACE

- Race to the Bank
- Game Instructions 84
- Stickers
- Steps to Success Poster
- Race to the Bank Game



# WELCOME TO ENTREPRENEUR ACADEMY!

Congratulations – you've now joined Entrepreneur Academy. That's a smart thing to do.

Entrepreneurs are incredibly talented people: they are inventors, designers, employers, managers, business people and much more.

They create many of the products and services that we all use. Ask your parents to name all the things you have and use that didn't exist when they were young. It might be a long list and may include things like laptop computers, flat-screen TVs and smartphones.

Entrepreneurs develop new and better products and services. These can improve our lives, create and earn money for the business owners, their shops, their workers and many other people.

**As you complete the tasks in this book, you will learn how to:**

- think up great ideas
- create new products
- make a profit
- become a good manager
- create things that people want and need.

A yellow rectangular card with a red ribbon handle at the top. The text on the card reads: "TRAINEE ENTREPRENEUR", "FIRST NAME:", "LAST NAME:", "AGE:", and "DATE JOINED:". There are horizontal lines for writing next to each label. A white rectangular area is on the right side of the card. The card is surrounded by various office supplies like paperclips and a stapler.

Your first task is to fill in the Trainee Entrepreneur card.

As you go through the course, you will earn stickers and graduate in Creative Skills, Business Skills and Management Skills.

Best of all, you will have fun learning how to become one of these amazingly creative people!





# CREATIVE SKILLS

## NEW IDEAS

Entrepreneurs think of new ideas for a business, new things to sell or new ways to help people. Coming up with ideas can seem quite tricky at first. With practice you will find it's easier than you might think!

A good way to find ideas is to think about what YOU would like to have. First, think of all the things you **do**, either for fun or because you have to. Next, think of ways to make these things **better**. For example:

- A way to make school more interesting
- A cool new style of clothes or jewellery
- A new theme for children's parties
- A more exciting computer game
- A better way to store your toys
- A fun way to travel to school

Some of the best ideas help people with **problems** or things they don't like doing. How about a Christmas gift-wrapping business or an emergency room-tidy service?



### NEW THEME PARK

Can you come up with an idea for a new theme park based on your favourite film? For example, a superhero park where the staff dress in superhero costumes and the rides are named after superheroes who fly, travel super fast or are super scary!



Write your ideas in the spaces below.

My favourite film is:

My theme park is called:

Three rides in my theme park:

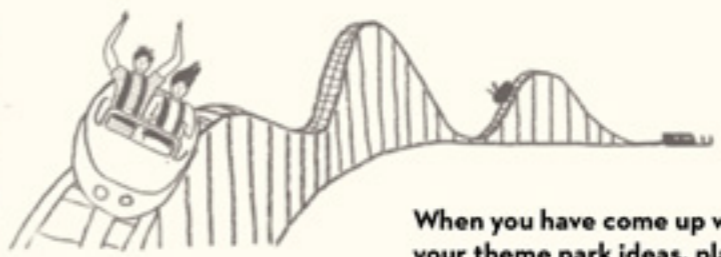
Name of restaurant: (If your film is *The Wizard of Oz*, you could have 'The Yellow Brick Road Cafe')

Name for one of the meals: (For example, a 'SuperBurger')



Three things for sale in the gift shop:

Three staff costumes:



When you have come up with all your theme park ideas, place your Task Complete sticker here.



TASK COMPLETE



# ADVERTISING

When an entrepreneur launches a new business or product, they need to tell everyone about it. One way to do this is by creating eye-catching adverts.

Adverts **attract customers**, so they need to **appeal** to the right people. An advert for a new children's comic must appeal to kids, but an advert for a new garage should be aimed at adults.



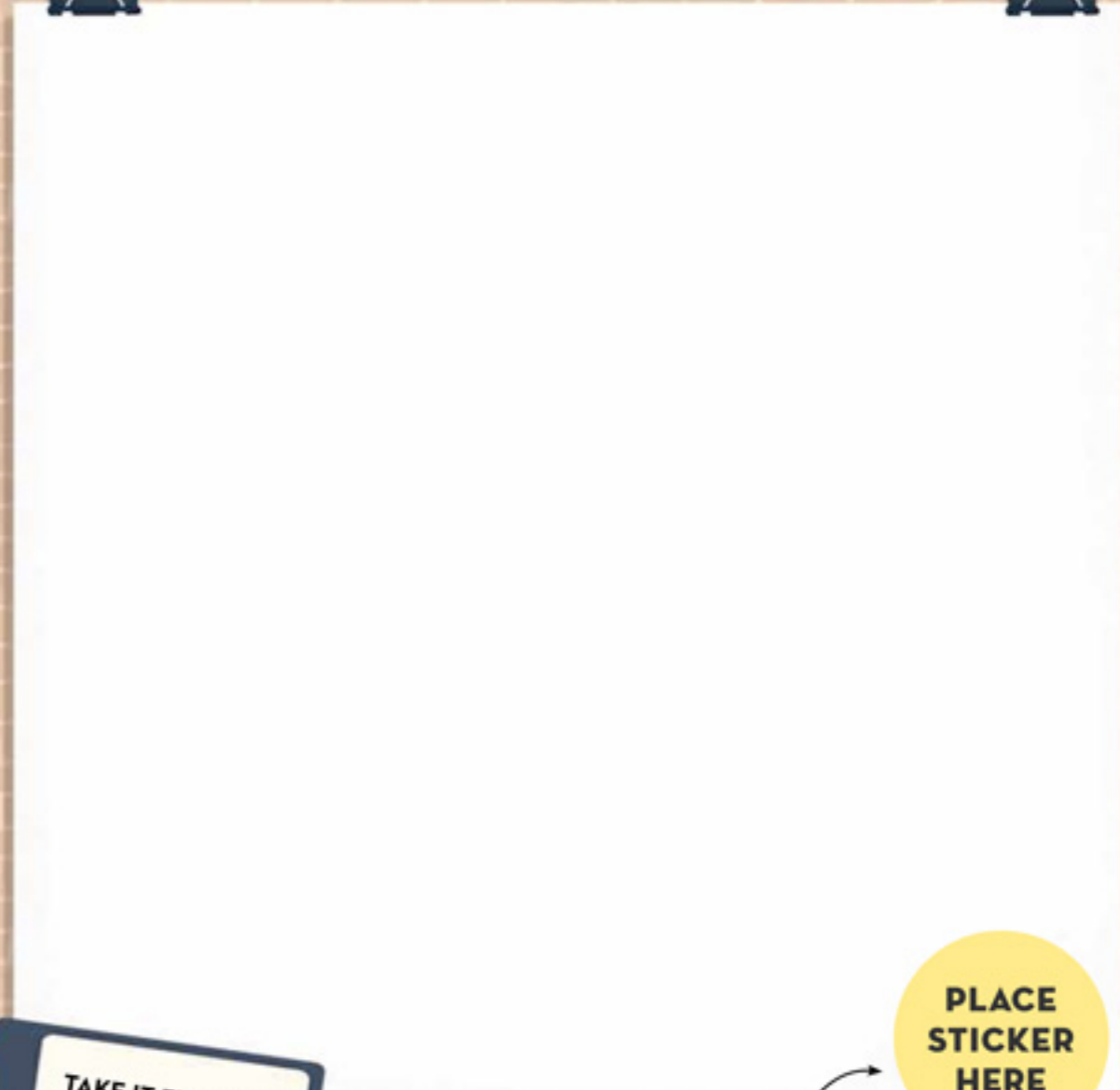
## ADVERTISING WORDS

Words like these are used in adverts to **persuade** customers to buy a product or service.

NEW	LUXURY	EXCLUSIVE
SENSATIONAL	QUALITY	VALUE
BEST	BUDGET	OFFER

## CREATE AN ADVERT

The Giant Super Cheezy is a delicious new type of pizza made to be shared. Design a colourful advert in the space below to promote it. Draw an eye-catching picture and add a few words chosen from the panel on the opposite page.



When you have designed and coloured your advert, place your Task Complete sticker here.

