



CHILDREN'S BUSINESS FAIR



**BROCHURE
2021/2022**

**THE NEXT, GREAT
ENTREPRENEURS**

WHAT WE DO

The Children's Business Fair UK (CBFUK) promotes the vital importance of entrepreneurial skills in children. We do this through events and online/offline educational programmes.

CBFUK has hosted a series of highly successful one-day marketplaces that give young entrepreneurs the opportunity to launch their own business, sell in a real-world environment and make their own money.

We host the Business Bootcamp, an immersive programme for young entrepreneurs to develop and launch a business from scratch in just two weeks.

We work with primary and secondary schools, delivering a fully-developed modular syllabus targeted at schools looking to fulfil their careers advice programmes and help instil critical C21st skills in pupils.

After four successful events and hundreds of lives transformed through entrepreneurial endeavours, we're now expanding activities to help other UK communities realise the entrepreneurial potential in every child.

CHILDREN'S BUSINESS FAIR IN NUMBERS

350+

APPLICANTS

200+

PARTICIPANTS

78:22

FEMALE:MALE
RATIO

4

EVENTS

11.1

AVERAGE AGE

120

BUSINESSES
LAUNCHED

£8k

REVENUE FOR 60
DECLARING BUSINESSES

86%

HIGHEST GROSS
MARGIN

£76

AVERAGE PROFIT

2100

CUSTOMERS

32

PARTICIPATING
SCHOOLS

92%

WOULD RECOMMEND
TO A FRIEND

WE BELIEVE THAT...

...embedding the entrepreneurial mindset is fundamental to every child's success.

There are few challenges like starting a business that better equips children with essential skills for life.

...truly effective learning occurs in an authentic, real-world setting. This means real money, real customers, real pressures, real triumphs. Like any authentic entrepreneurial journey, multiple events throughout the year give entrepreneurs the opportunity to think critically and continually improve their businesses.

...kickstarting the entrepreneurial journey as early as possible embeds good habits, great confidence and positive attitudes from the start.

...adults need to step back. Learning happens 10x quicker when adults are brave enough to step back. We need to allow children to make mistakes. Young entrepreneurs must truly own the process.



WHAT OUR ENTREPRENEURS DO



Hello! We are sisters, Libby (16) and Molly (12) and we launched our business *Light It Up* in July 2019.

We use recycled bottles that our local pub keeps for us. This not only helps the environment, but it increases our profit too!

We love making our bottle lights and think they make the perfect present for friends and family, for any occasion.

Hello! We're Arthur (11) and Tui (9). We're a brother and sister team and we make Beeswax Wraps.

We use all-natural materials. Reused cotton fabric infused with pine resin, beeswax and jojoba oil. Even our packaging is compostable!

They should last more than a year if looked after properly. After this, you can bury or burn them when the time comes. No more landfill!



We're Daniela and Sofia. We're 10 years old and our business is called The Flame Fox. We make traditional Czech gingerbread cookies.

The cookie dough is based on our grandmother's recipe (and a little Czech folklore). They take three days to make, but that's why they taste so delicious!

These cookies can be eaten anytime, but we always make them at Christmas. We hope they make your holiday special too!



Hi! I'm Amelia, aka Little Miss Moo. I'm 12 years old and I love making scents!

When I'm in production, my house is always bursting with all my products - but the smell is so good! I also sell my candles on Facebook Live on my Mum's account. I usually sell loads!

My advice to other entrepreneurs? If you ever feel like giving up, DON'T! Keep trying! You can always learn from your mistakes.



WHAT OUR ENTREPRENEURS SAY



**"95% OF PEOPLE GIVE UP.
YOU'VE GOT TO BE THE 5%
AND PERSEVERE"**

- The Bubble Company -



**"IT WAS THE BEST DAY OF MY LIFE.
I WANT TO DO IT
EVERY SINGLE DAY!"**

- Crayonames -



**"REMINDE YOURSELF TO HAVE FUN
AND THINK ABOUT HOW MUCH
MONEY YOU'LL MAKE!"**

- Little Miss Moo -



**"KEEP OVERHEADS LOW.
ENJOY IT. DON'T WORRY!"**

- Ben's Bakes -



**"IF YOU WANT TO BUILD CONFIDENCE,
START A BUSINESS AT THE CBF,
WORK AS HARD POSSIBLE
AND NEVER, EVER GIVE UP!"**

- Team Buzzpops -



**"NO MATTER HOW WACKY
YOUR IDEA IS, SOMEONE OUT THERE
WILL LIKE IT!"**

- Treats Together -

WHAT PARENTS SAY

"I only wish I'd had this opportunity when I was their age..."

"From being extremely shy, she's now able to approach strangers on the street to make a sale. Anya's come a long way!"

"It was great to be part of it as a parent and a shopper. I was amazed by all the kids' ideas - so talented!"

"A massive THANK YOU for starting the Business Fair. Amelia loved, loved, loved it and can't wait for the next one"

"An inspiring opportunity. My daughters thoroughly enjoyed the whole experience."

"They were feeling a little unsure of what to expect, but they came home beaming with enthusiasm. They absolutely loved it!"

"I just wanted to let you know the positive impact on being involved in the fair has had on Finn. It's even inspired him to start a new venture!"

"The sense of pride in their achievements that they have both felt has boosted their confidence immensely."

HOW TO INSPIRE THE NEXT GENERATION

SPONSORS

Celebrate the power of entrepreneurship with a range of sponsorship packages tailored to your needs. Your sponsorship underwrites this event, provides resources for young entrepreneurs and benefits your business through our marketing direct to parents, customers and the larger entrepreneurship community.

PARENTS/ GUARDIANS

Setting up children with skills for a successful life is the ultimate parental goal; to be gritty and unafraid of failure, to be problem-solvers and fantastic communicators – and most of all, to know themselves and find their true calling. We share the same goals. We believe there are few experiences like becoming an entrepreneur that will give your child a better start in life.

SCHOOLS

Informed by insights into the needs of future school leavers, we have developed and tested a range of engaging entrepreneurial programmes that empower young people to take on the challenge of entrepreneurship. Get in touch to find out what we can offer to help prepare pupils for life beyond school.

SPONSOR THE CBF

We are accepting national, regional and local sponsorship to make the Children's Business Fair events possible. The levels outlined below represent a snapshot of available sponsorship opportunities. Please contact us to discuss your needs.

Angel	Venture Capitalist	Benefactor
Logo/name on website sponsor's section	Booth space at the fair	Booth space at the fair
Logo/name in our marketing materials	Logo/name and click through link in sponsors section of the website	Exclusive banner with your company branding at welcome desk
1 x social media shout out	2 x social media shout outs	Top sponsorship recognition in our marketing, emails and event programme
1 x Children's Business Fair t-shirts	Logo/name listed in event programme	3 x social media shout outs
	Flyers in goodie bags	Logo/name on our homepage and in sponsors section
	2 x Children's Business Fair t-shirts	Logo/name listed in event programme
		Flyers in goodie bags
		4 x Children's Business Fair t-shirts

CBF in 2021-2022

Following the success of our events, summer school and school programmes, we are targeting these key areas for expansion.

The Micro-Business Box

A business-in-a-box kit that gives young entrepreneurs the opportunity to test out launching their own micro-business.

CBF Digital

Create engaging online resources for aspiring entrepreneurs keen to navigate the world of business at their own pace. This includes online adaptation of our successful two-week programme and development of the CBF multi-vendor marketplace.

CBF in Schools

Roll out of our modular programme for schools that includes single lessons, day-long, two and six-week programmes.

CBF Events

When permitted, we are expanding CBF events to other UK communities. We are also recruiting and equipping CBF ambassadors to kickstart fairs in their own communities.



Entrepreneurship programmes for schools

2021-22

**Great for
Assembly**

Quick Session (20mins)

- Intro to entrepreneurship
- Cupcake Challenge - Work out how much profit can be made
- or The CBF Gameshow - Play Your Cards Right with CBF products

**In person
or online**

Branding/Numbers/Sales Challenge

- Branding Challenge - Rapid prototyping of a company brand
- Cost/Profit Challenge - Calculate key business numbers against the clock
- Sales challenge - Two teams sell to the rest of the class.

**Build a
business
in a day**

The Business Sprint

- Build and launch a homemade lemonade business in a single day.
- Small groups design lemonade stands. They manufacture lemonade, control budgets, work through costs/profit and design their brand.
- Teams then compete to sell their lemonade to the school community the following day.

**The Mini
MBA**

The Build-a-Business Programme

- Work in teams or as individuals to create a company that launches a real business.
- Participants explore key concepts in entrepreneurship:
 - Company Formation (mission statement, roles, strengths assessments)
 - Costs and profit (unit economics)
 - Sales (Storytelling and communication)
 - Image (Brand, logos, slogans, image creation)
 - Markets and marketing (Customer surveys and market research)
 - Manufacturing (Efficiencies, project management, time management)
- Equipping participants with the skills, tools, and frameworks needed to start a simple business, the programme has two main goals.
 - To learn more about themselves; to become more familiar with their individual strengths within the framework of a team and within the context of business and entrepreneurship
 - To learn as much about entrepreneurship as possible

School Testimonials

"We've been working with the Children's Business Fair programme since 2019. Our Key Stage 4 Business Studies students have been lucky enough to take part in bespoke sessions delivered by the CBF team, learning enterprise skills in a practical and engaging way. Many have gone on to get involved in the Children's Business Fair, experiencing setting up and running their own business and how it feels to make a profit. Highly recommended!"

Chris Brinsden (Head of Business and Economics, George Abbot School)



"The Burpham Primary community has gained so much from participating in the Children's Business Fair. This is a hands-on experience that helps pupils reinforce the true meaning of determination and resilience. Several of our young entrepreneurs have returned multiple times, improving their businesses and turning out some very impressive operations indeed. We couldn't be more proud. I have no hesitation in recommending all school communities in getting involved with the Children's Business Fair."

Karen Marsden (Deputy Head, Burpham Primary School)

"We're enormously proud of the many Bushy Hill pupils who've taken part in the Children's Business Fair. There's little doubt that the experience has been transformative for them. I urge everyone to pay a visit to this well-run and professional event. The infectious energy and broad smiles of all the young entrepreneurs is a sight to behold."

Louisa Dormer (Head, Bushy Hill Junior School)

**Let us help you design your own
entrepreneurial programme**

Get in touch!

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The Children's Business Fair in action



Young entrepreneurs at the CBF Business Bootcamp (July 2019)

Children's Business Fair UK

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