THE IMPACT CHALLENGE

Participating classrooms receive materials and secure a $100 start-up loan.

Student companies brainstorm ideas and create a business plan.

Use funding to purchase materials and create products and/or services to sell.

Develop a marketing campaign and sales strategy.

SELL! SELL! SELL! your products during one or more sales bazaars.

As a class, reach your profit goal by the end of the Challenge.

Pay back $100 start up loan and calculate profits.

Donate your profits to a social cause such as the BizWorld.org Social Impact Fund.

Reach goal levels and track it on the Social Impact Tracker.

Submit final Impact Report. Share pictures and stories along the way!
Join schools nationwide in launching the next generation of young entrepreneurs.

**IMPACT CHALLENGE**

Turn $100 of start-up funds **Into** $500 of profit

**BENEFITS FOR CHILDREN**

- Utilize the business skills learned in BizWorld/BizMovie to launch their own businesses
- Practice their 21st century skills of collaboration, critical thinking, problem-solving, and communication in an authentic business setting
- Gain more experience about why businesses succeed or fail
- Be creative and confident in their abilities to make a positive change in the world
- Develop increased empathy and compassion for others

**PROGRAM CONTENTS**

- Lesson Plans
- Student Worksheets *(Available in digital or hard copy)*
- Alternate Products/Services Guide
- Other Resources