

MARKETDAY LEARNING CAMP OVERVIEW

MarketDay is an 8 or 9 week, with 9 sessions, entry level entrepreneurship Learning Camp with a global twist. As we become entrepreneurs and create our own real “MarketDay” with shops, products and services, we will also learn about the struggles of the entrepreneurial poor in the developing world. We will explore ways we can partner with the poor through donating our MarketDay profits to micro-lending, micro-enterprise and job creation programs, some of the best, long-term solutions to eradicating poverty.

During each session there will be times of prayer, and discussions about Godly business practices, all while having fun, learning about and growing our gifts and abilities as budding entrepreneurs.

All sessions will be middle school to high school friendly and interested upper intermediate students could handle the project. Students are encouraged to work as business teams, although individuals can have their own businesses. This is a great Learning Camp for families with students in a variety of grades.

Each session will be about 2 and one half hours in length and will involve lessons, discussions, short instructional and motivational videos and practical hands on work. Home assignments will mostly involve preparations for each groups’ store, business plans and the MarketDay event.

A strong commitment on the part of the parents and students is important for the success of their students and the Learning Camp experience. Commitment to attending the sessions and total commitment to the event day are crucial. The students will be involved in considerable preparation at home (preparing business plans, creating products, advertising and planning services and storefronts) and so an awareness of this is very important from the beginning.

The rewards of the MarketDay Learning Camp are expansive and varied, but all are well worth the effort and the experience. These rewards include strengthened life and career skills, business math skills, teamwork and leadership skills, communication skills, critical thinking skills and a better understanding of ones gifts and abilities.

Other rewards include a better understanding of global poverty and social justice issues, learning about and engaging in sustainable solutions to poverty and a Godly attitude towards stewardship of our finances, both personal and in our work world.

May God’s blessings be upon your participation in the MarketDay Learning Camp.

Session Titles:

- 1) *Introduction to the MarketDay Project*
- 2) *Working with a Business Plan*
- 3) *The Importance of Market Research*
- 4) *Business Finances and How to Budget for Success*
- 5) *Advertising: GETTING EVERYONE'S ATTENTION!!!!*
- 6) *Entrepreneurship and Entrepreneurs (talents, abilities and learned skills)*
- 7) *Preparing to do business: Storefronts, Customers and \$Money*
- 8) *The Real Deal: MarketDay!!!*
- 9) *Wrapping up in style. A celebration of success.*

Session Capsules:

1. *Students will be introduced to the MarketDay project, chronic global poverty issues, some great solutions to global poverty such as micro-lending, micro-enterprise and trades training, and an understanding of the difference between relief aid and development aid. They will begin to brainstorm and plan their enterprises for MarketDay. Home Assignment: "What does God Have to say about Business?"*
2. *Students will engage in an open discussion about their findings from the home assignment. They will then discuss their ideas about themes, venues, store types etc. for their MarketDay event. Students will be introduced to the parts of a business plan and will begin to put their enterprise ideas into a MarketDay Business Plan format (workbook supplied). The week's assignment will be to rough draft several pages of the workbook.*
3. *Participants will study the ways they can carry out market research to see if their products or service ideas will be met with public approval and success in the marketplace on MarketDay. They will prepare and complete their research surveys etc. for the week's project.*
4. *Students will learn to plan their costs, seek start-up funds and forecast their income and profit based on estimated sales. Pricing of their products and planning amounts to produce will all be factors they will consider based on their research. Production of products will be accomplished mainly at home over the course of the Learning Camp with everything ready for the MarketDay event. (Session 8)*

5. *Participants will study the power of advertising and will plan and prepare the ways to advertise their stores and their MarketDay in the community. Posters, radio ads, local news paper press releases and social media sites will be looked at and prepared during this session for distribution over the next 3 weeks.*
6. *During this session participants will look at entrepreneurship. How does entrepreneurship fit in with their God-given talents and abilities? What skills might they need to learn? This session will also look at sharing or philanthropy and how it fits in with business and the Christian life.*
7. *Participants will discuss and prepare for creating a good storefront, proper business etiquette, money handling, making change and simple financial statement preparation for MarketDay. Thank you cards will be prepared for sponsors and supporters (demonstrating gratitude and good public relations).*
8. *The MarketDay event!!! Stores are set up as, or in, a real market setting, and the market is open for business!! Customers are greeted and served. Business happens.*
9. *For this wrap up celebration, participants come together to have refreshments and share their MarketDay learning experiences. Part of the process is evaluating their MarketDay experience and themselves as entrepreneurs. The MarketDay profits will be gathered and prepared to send to their poverty fighting "Charity of Choice". It is good to celebrate!!*