

THE DOUGHNUT FIX START-YOUR-OWN- BUSINESS KIT!

In this activity pack, you'll find:

1. Help coming up with your own business idea
2. Mariana's slime business story which shows you how to come up with a business plan, budget, slogan, and more
3. Business plan, budget, ad, agreement, and purchase order forms for you to fill out for your business

Want to share your idea with me? Fill out page 3 and email it to thedoughnutfix@gmail.com!



Find more
info at
jessiejanowitz.com

Available at
your favorite
bookstore!

How Do I Find My Business Idea?

(The Secret: **Find Your Thing**)

Ask yourself: What do I like to do?

Eat chocolate?

Skateboard?

Draw bunny cartoons?

Make pancakes?

That's where your business idea is.


Got your idea?

Awesome! You're ready
to start your own business.

MY BUSINESS IDEA IS ...




NAME & EMAIL:



HOW MARIANA STARTED HER OWN Slime Business

Read Mariana's story for important clues on how to fill out the business activity forms for your business at the end of the pack.



Meet Mariana.



Mariana loves slime.

She has 36 different kinds: foamy ones, scented ones, and crunchy ones.

But it's the glittery ones she especially loves.

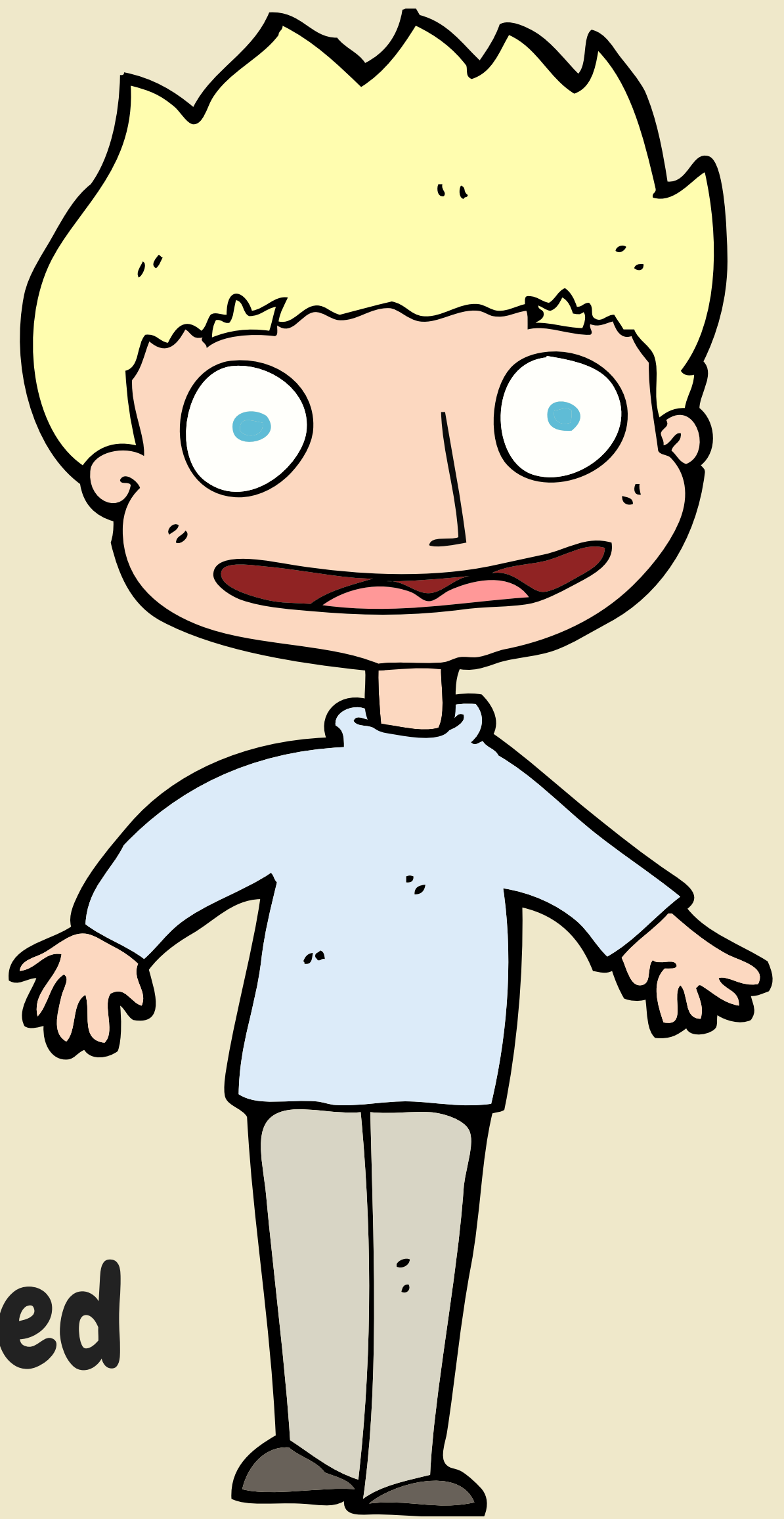
Lately, Mariana has been making her own slimes. And she had a wild idea: **What if she started her own slime business?** Her neighbor, Jack, started selling slimes and he already saved up half of what it costs for a new bike.

If Jack can do it, can't Mariana?

Mariana **can** do it, but first she needs a **HOOK**. If Jack is already selling slimes, how can Mariana's stand out?

Here's what we know about Jack's slimes:

- They're fluffy
- They cost \$6
- They're unscented



Mariana has seen the same fluffy slimes online for \$5, a dollar less than Jack's. She wonders if she could make her own slime for even cheaper.

Since Mariana and her friends love glitter slimes, she knows there's interest in her product idea. She settles on her hook as this: **glittery slimes that smell good**. And she'll charge less than what Jack is charging.

Now that Mariana knows what her hook is, she has to write a **BUSINESS PLAN**, or an explanation of her business, how it works, and why it will be a hit.

Mariana's Business Plan

What will your business be called?

Sparkly Slimes by Mariana

Describe what your business does.

Sparkly Slimes by Mariana offers superior homemade glitter slimes in all kinds of different scents.

How will you run your business?

Mariana makes all of her slimes herself and sells them at school and in her neighborhood.

Why will your business be successful?

Mariana personally makes sure that all of her slimes are affordable, smell great, and are extra sparkly.

Now that Mariana has her idea, her hook, and her business plan, she needs to figure out what materials she'll need so she can figure out her **COSTS** and make a **BUDGET**.

Mariana's Favorite Slime Recipe

makes 1 (8-ounce) slime

INGREDIENTS:

washable PVA glue
saline solution (with boric acid)
baking soda
water
food coloring
candy/baking flavoring
glitter
measuring cups
bowl
spoon



STEPS:

Mix 1/2 cup of glue and 1/2 cup of water in a bowl
Add six drops of food coloring, three drops of candy flavoring, and four pinches of glitter
Mix in 1/2 teaspoon baking soda
Add one tablespoon saline solution
Stir thoroughly
Knead with hands

What Mariana Needs

Glue

Saline

Baking soda

Food coloring

Candy and baking flavoring

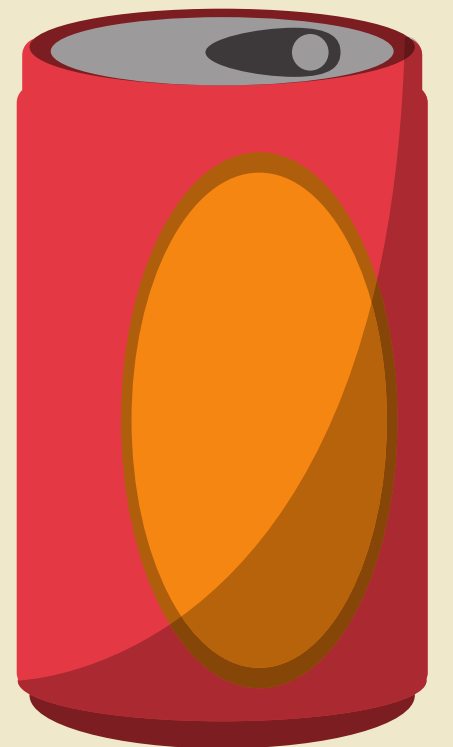
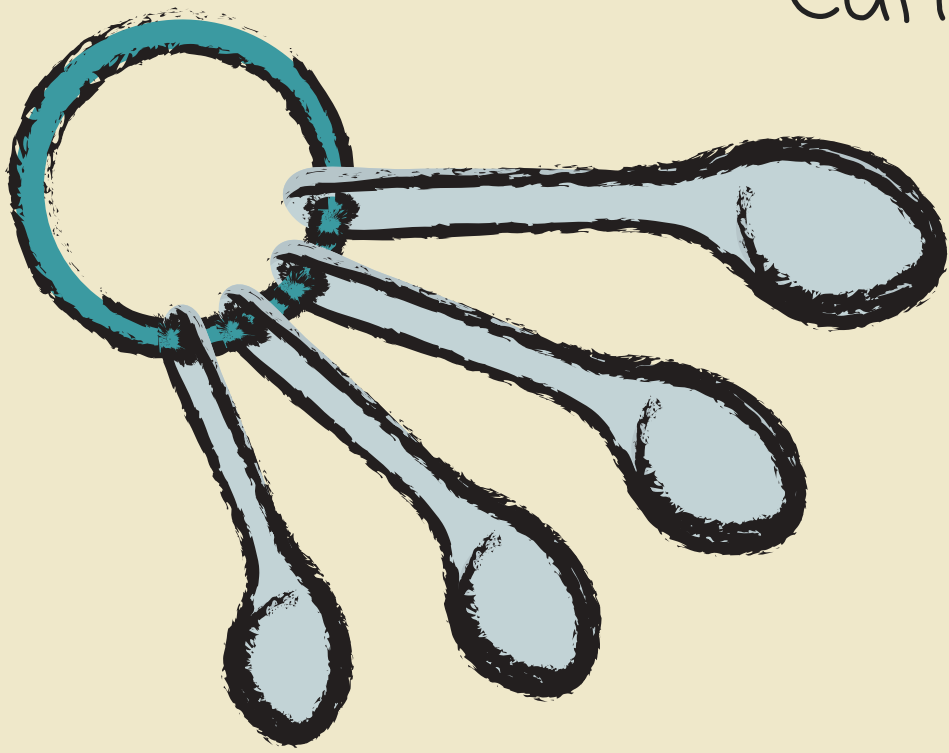
Measuring cups

A bowl

A spoon

Containers

Permanent marker



Mariana already has the measuring cups, bowl, spoon, and marker.

So that means Mariana just needs:

Glue

Candy and baking flavoring

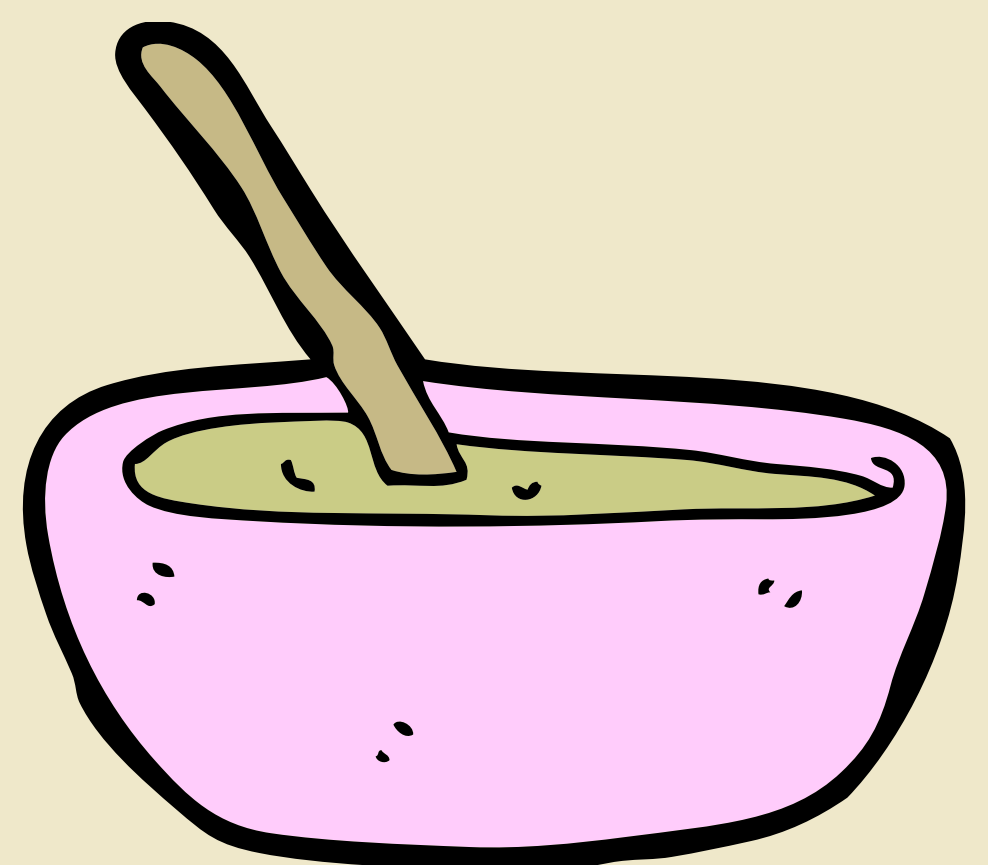
Saline

Baking soda

Glitter

Food coloring

Containers



Cost of Supplies

Item

Cost

1 gallon of glue
(1 gallon = 16 cups)

\$13.88 at Walmart \$15 at Michael's
\$10.98 at Amazon

12 ounces of
ReNu saline solution
(12 ounces = 24 tablespoons)

\$8.49 at Target \$7.49 at Amazon
 \$9.49 at Walgreens

1 pound of baking soda
(1 pound = 95 teaspoons)

79 cents at Target
 \$1.48 at Walmart

12-pack of
assorted glitter
(4.56 ounces)

\$8.99 on Amazon
\$7.81 at Walmart

4 ounces of
neon food coloring
(4 ounces = 2,364 drops)

\$6 on Amazon \$3.48 at Walmart
 \$3.69 at Target

Candy and baking
flavoring
(0.25 ounce = 147 drops)

\$4.03 at Walmart
\$3.49 at JoAnn's

24
cup-and-lid sets

\$10.99 at Amazon

Total:

\$45.03

Mariana circles all the best deals and adds them all up so she knows how much money her supplies will cost.

The Budget Worksheet

Once Mariana has all of her supplies, she'll be able to figure out how much it costs to make just one of her slimes. Knowing that will help her **set her price**.

Item quantity + price	How much of that item => one product (slime)	Number of product (slimes) you can make with entire item package	Cost of item per product (slime)
16 cups glue \$10.98	(Check the recipe!) 1/2 cup	32 slimes <small>(The total amount in your package divided by how much you need to make one slime. So: 16 cups of glue divided by half of one cup, or 0.5)</small>	34 cents <small>(The cost of your package divided by how many slimes you can make with it. So: \$10.98 divided by 32)</small>
24 tablespoons of saline \$7.49	1 tablespoon	24 slimes	31 cents
95 teaspoons baking soda 79 cents	1/2 teaspoon	190 slimes	0.0042 cents
4.56 ounces of glitter \$7.81	0.05 of an ounce (4 pinches)	91.2 slimes	9 cents
4 ounces of food coloring (=2,364 drops) \$3.48	6 drops	394 slimes	0.0088 cents
0.25 ounces of candy flavor (=147 drops) \$3.49	3 drops	49 slimes	0.0712 cents
24 cups and lids \$10.99	1 cup 1 lid	24 slimes	46 cents
		How much one of Mariana's slimes costs to make! →	\$1.28

Budget

How much will it cost to start your business? \$45.03

How much are your expenses?

How much money do you have saved up to start a business? \$22

Are your savings bigger than your expenses?

Yes

No

If yes, you're ready to go!

If no, how much more money do you need? Expenses - savings = \$23.03

How will you get the rest of the money you need to start your business? a loan

Price to charge for your product or service to make a profit.

To figure this out, ask yourself:

How much does it **cost** to make your product? \$1.28 per slime

What are your competitors charging? \$5 per slime

How much you're going to charge: \$4.50 per slime

Profit (price you're charging minus your cost): \$3.22 per slime

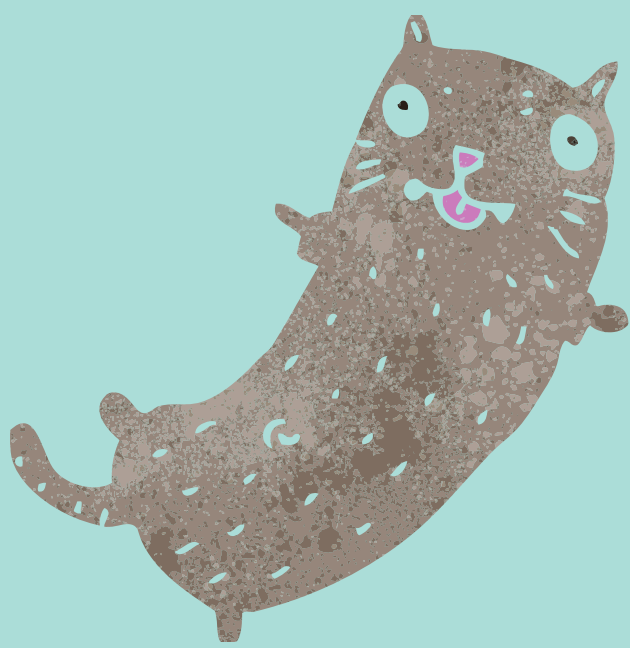
If you need to borrow money, how much do you need? \$23.03

How much product do you need to sell to pay it back? 8 slimes
(Hint: Divide the loan amount by your profit per item.)

All right, then. Who can Mariana ask to give her a loan?

Visiting Aunt Leslie

Before Mariana asks Aunt Leslie for a loan, she wants to present a completed business plan with her budget to prove she's responsible and can repay her loan.



All I need to do is sell 8 slimes. Jack sells 15 a week, and my slimes are less expensive and they smell like cotton candy!

How do I know you're going to pay me back?

OK. Draw up an agreement and I'll lend you the money.

Thank you!

Wait, a what?



AGREEMENT

Aunt Leslie and Mariana's terms:

Aunt Leslie

promises to lend \$

23.03

Name of lender

Amount of loan

to

Mariana

Your name

Mariana

promises to pay \$

23.03

Your name

Amount of loan

back to

Aunt Leslie

Name of lender

when

Mariana sells her first eight slimes.

When you plan to repay your loan



Aunt Leslie

.....

Aunt Leslie

.....

June 2, 2018

.....

Mariana

.....

Mariana

.....

June 2, 2018

.....

The Buzz

Now that Mariana has figured out her budget and her supplies, she's ready to think about how she'll create **BUZZ** for her business.



She'll need to come up with a **SLOGAN** for her business, an **AD** to tell people what she sells, and **PURCHASE ORDERS** so she can give her customers a receipt.

Mariana's Ad Worksheet

Mariana's slogan:

"Sparkly Slimes by Mariana: They smell as good as they look!"

Next, Mariana draws a picture to go with her slogan.
She'll use it for her advertisement!



Thank you for your business

Order #: 0001

Sparkly Slimes by Mariana

1525 Spring St.

To:

Slime City, NY, 22222

Jack

1527 Spring St.

Slime City, NY, 22222

Purchases:

2 vanilla sparkly slimes

\$9.00

Total due: \$9.00

Comments:

Thanks for saying you like how
glittery my slimes are. I like your
fluffy blue ones, too.

The Lingo

(aka fancy words every business owner needs to know)

Business Plan: explains what problem your business will solve. Hint: if you're having trouble with this, you're not starting the right business. Go back and keep brainstorming. Think about what you LOVE to do!

Hook: the thing that makes your product especially cool. Still don't get what a hook is? Some examples:
Our shoes are made from recycled milk cartons—cool!
Our pencil cases turn into rain jackets—cool!
Our popsicles make you nicer—huh? But still, cool!

If you don't have a hook, you're in trouble. Oh, and if you can't explain the hook in one sentence, it's not really a hook.

Revenue: money you get from selling your product. Be realistic. People won't spend a million dollars on a bunny cartoon even if it is really cute and funny.

Capital: the money you will need to start your business.

Costs: the money you spend to run your business. Costs include stuff like what you spend to make your product, or pay your workers, or rent your store/office.



Profit: the money you make from your business. Don't confuse this with revenue. Profit is the money you get from customers minus all the money you have to pay to keep your business going.

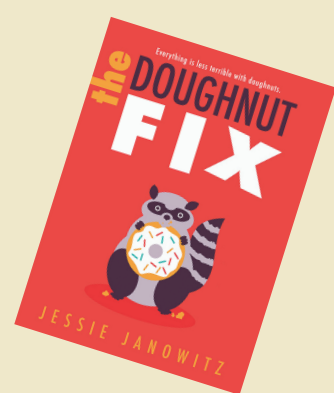
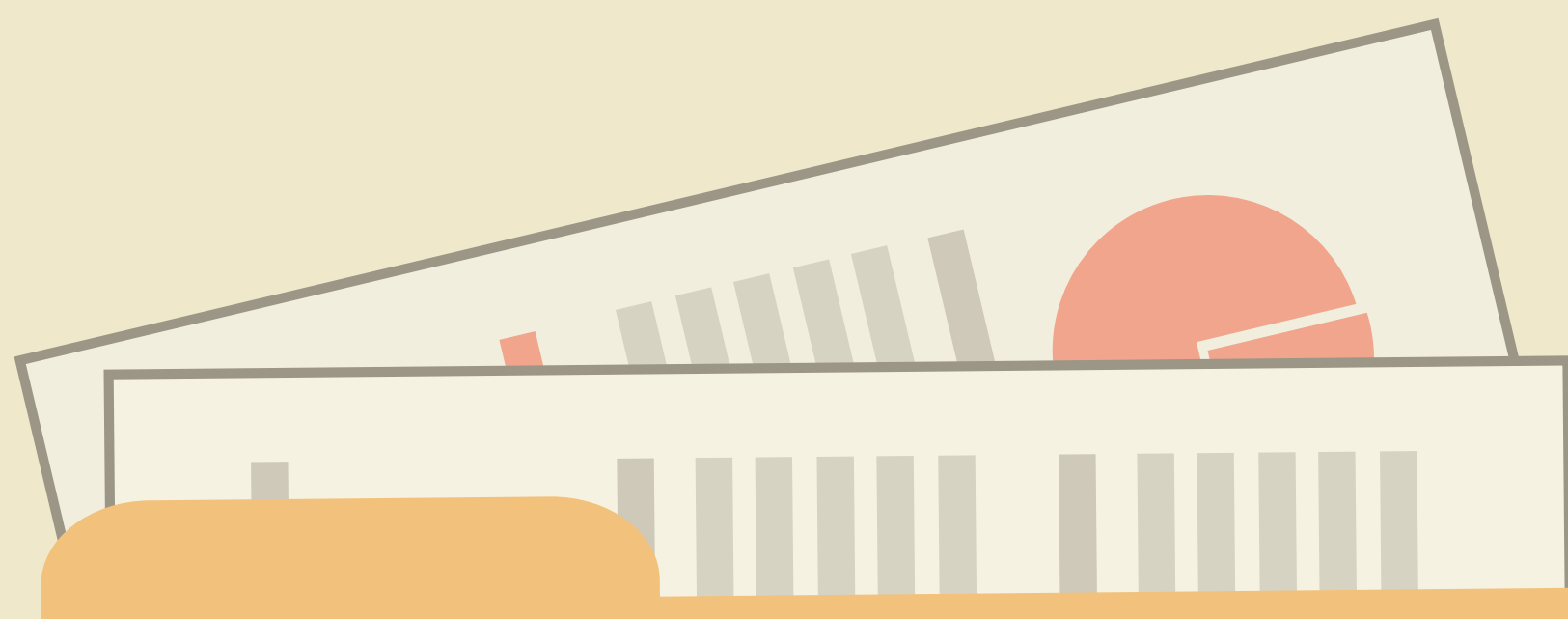
Budget: what you guess your revenue, costs, and profits will be. (Hint: you can't just make this up. You have to do research to figure out what your costs are actually going to be and how much people will actually pay for whatever it is you're selling.)

Agreement: when you make a deal with anyone, get what you and the other person are agreeing to in writing, and make sure you both sign it.

Negotiate: to talk your way to a better deal. This takes practice, but it's worth it. And, no, you can't get arrested for negotiating, though people may yell at you. (Hint: never take anyone's first offer.)

Investors: People who lend you money to start your business and share in the profits. (Hint: people don't invest to be nice even if they're related to you. They will invest if they believe in your product and they see that you believe in it too. They can't get excited about your business unless you are.)

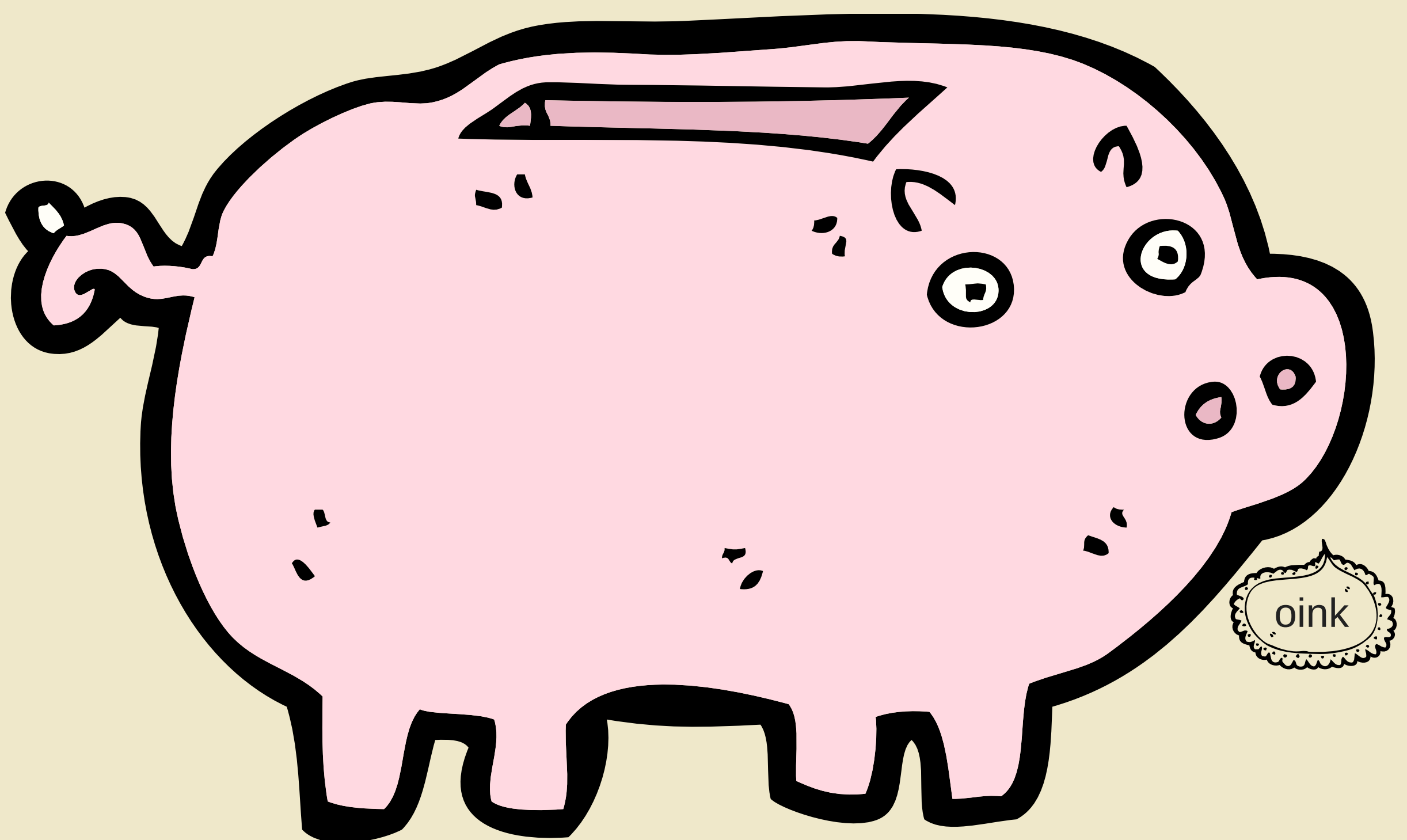
Buzz: when people get so excited about your product that they talk it up all over town and on the internet.



Ad: a picture, flyer, billboard, video, sign, or recording letting people know about your business and your product.

Slogan: a sentence or phrase that explains who you are in a catchy way.

Logo: a symbol or design that represents your business. Think of the Nike swoosh or the McDonald's "M."



_____ 's Business Plan

What will your business be called?

Describe what your business does.

How will you run your business?

Why will your business be successful?

Cost of Supplies

Item

Cost



Shop around for the best deals and circle the lowest prices. Then add them up for your total cost.

The Budget Worksheet

(for a business selling a **product**)

Item quantity
+
price

How much of that
item => one product

Number of product
you can make with
entire item package

Cost of item
per product

1

2

3

4

(Divide the item quantity by column 2)

(Divide the item price by column 3)

Add up this column to get
your cost per product!



The Budget Worksheet

(for a business selling a **service**)

Mariana's friend, Stephen, is also starting his own business--babysitting! So because he's selling a **service** (not a product like slime), he'll have to figure out his plan and his budget a little differently than Mariana.

Here's what he needs to ask himself.

✓ Are you going to charge per job or per hour?

Last summer, Stephen had a carwashing business, so he charged by car. But with babysitting, it might make sense to charge by the hour. Which one makes sense for YOUR business?

per job

(for each dog you walk, mural you paint, or shelf you put together.)

per hour

(for mowing lawns, cleaning basements, or teaching younger kids math)

✓ How many supplies are you going to need to use every time you perform your service?

Stephen's babysitting hook is that he's a master at origami, and he teaches all the kids he babysits how to make origami swans. So he wrote down "origami paper" on his supplies sheet. What will your business need?

_____ ÷ _____ = _____
Cost of your supplies

How much of your supply you'll need every time you perform your service

The amount of money it will cost you every time you do one job.

✓ How many jobs can you do every week?

Hey, you've got school and chores and hangouts with friends. So how much time do you want to devote to your business?

_____ ÷ _____ = _____
Number of hours you have free every week to run your business.

Average amount of time it takes to do one job.

Number of jobs you can take each week.

Budget

How much will it cost to start your business? _____

How much are your expenses?

How much money do you have saved up to start a business? _____

Are your savings bigger than your expenses?

Yes

No

If yes, you're ready to go!

If no, how much more money do you need? Expenses - savings = _____

How will you get the rest of the money you need to start your business? _____

Price to charge for your product or service to make a profit.

To figure this out, ask yourself:

How much does it **cost** to make your product? _____

What are your competitors charging? _____

How much you're going to charge: _____

Profit (price you're charging minus your cost): _____

If you need to borrow money, how much do you need? _____

How much product do you need to sell to pay it back?
(Hint: Divide the loan amount by your profit per item.) _____

AGREEMENT

_____ promises to lend \$ _____
Name of lender Amount of loan

to _____.
Your name

_____ promises to pay \$ _____
Your name Amount of loan

back to _____ when
Name of lender

_____.
When you plan to repay your loan



.....
Lender signature

.....
Lender print name

.....
Date

.....
Borrower signature

.....
Borrower print name

.....
Date

Thank you for
your business

Order #

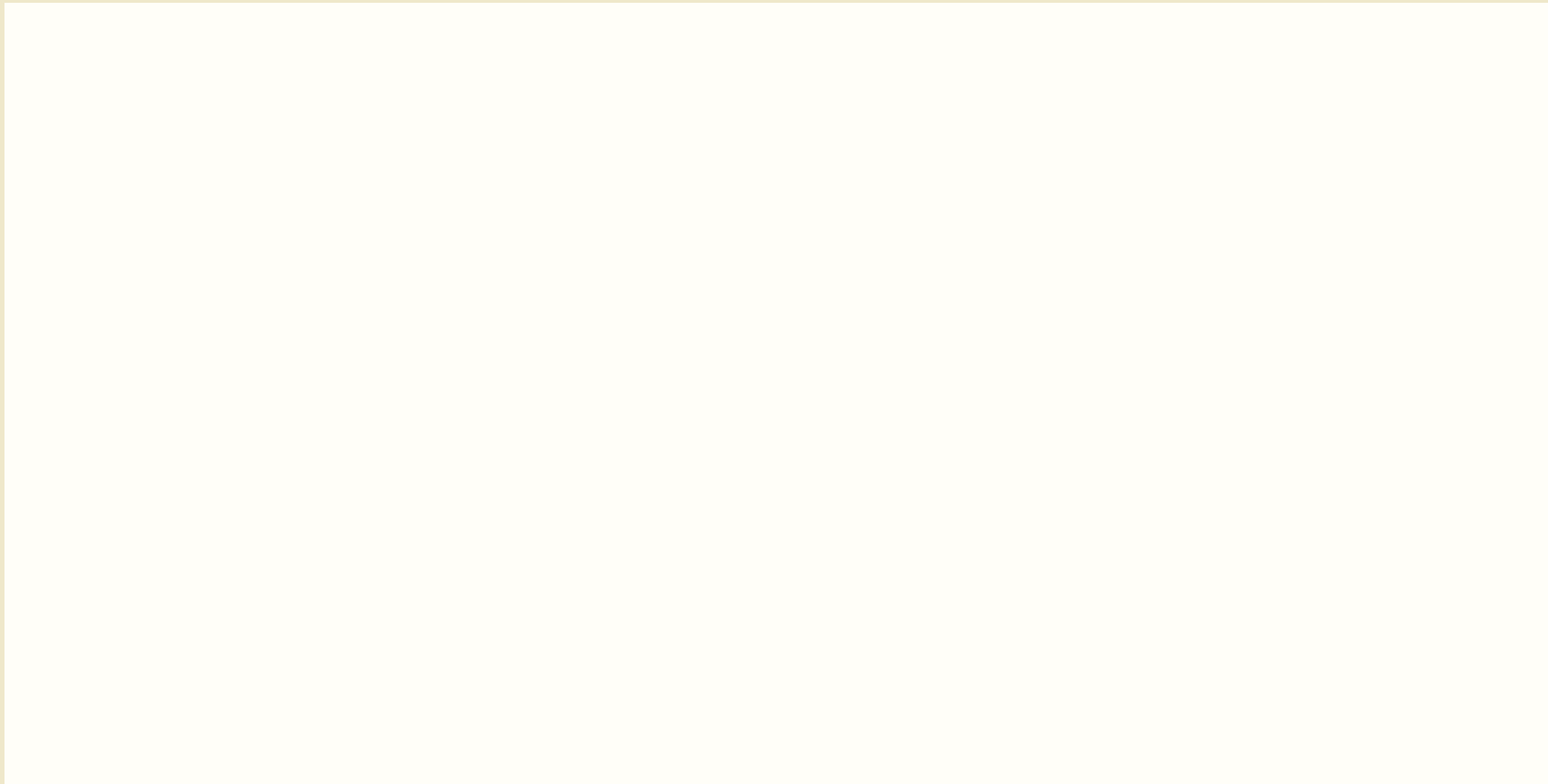
To:

Purchases:

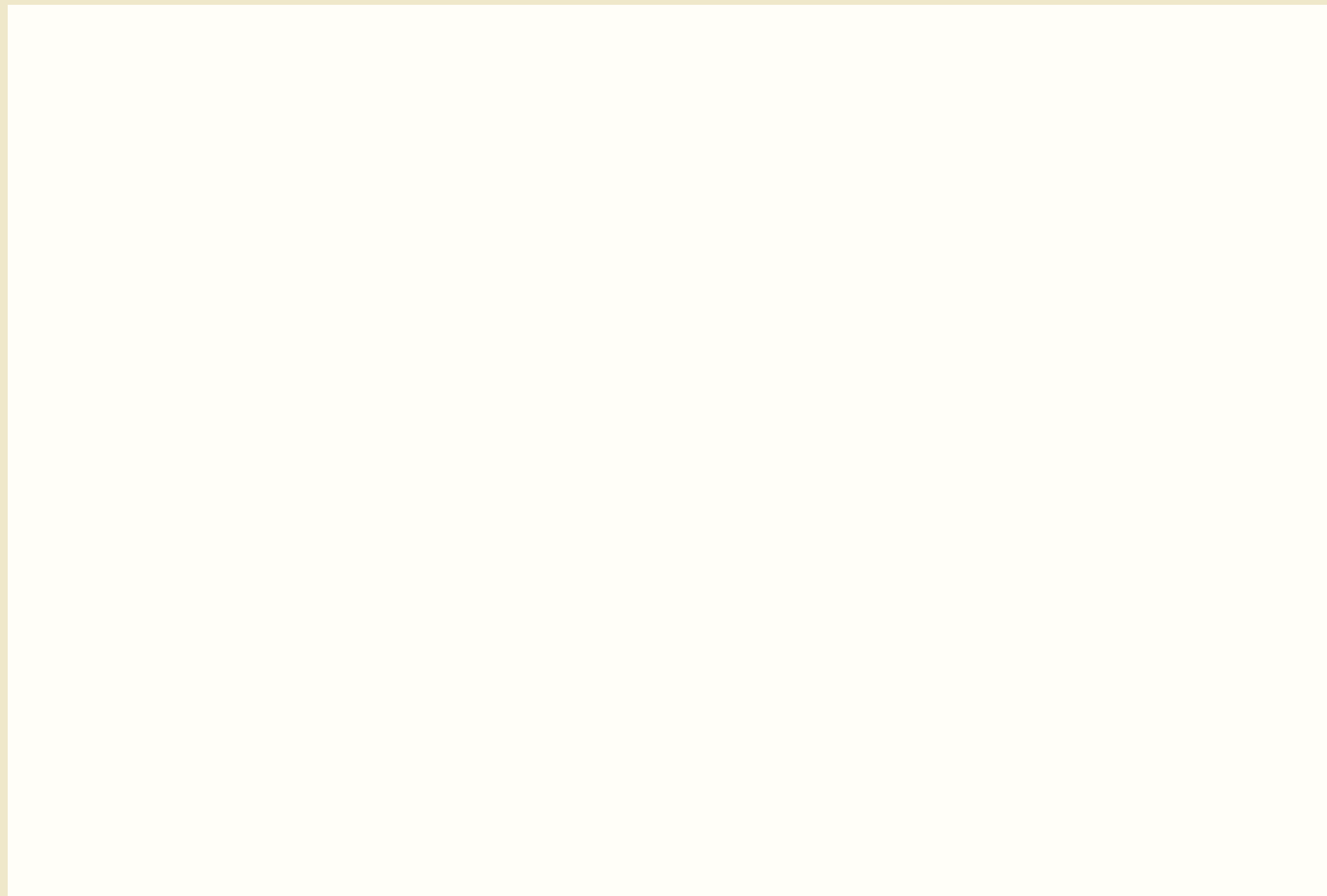
Comments:

Your Ad Worksheet

Your **slogan**:



Next, draw a **logo** to go with your slogan.
You can use it for your advertisement!



Your Ad

Think about what makes a good ad. Ads are eye-catching, or funny, or surprising. You can draw a picture, cut pictures out of magazines, use clip art, make a collage, use a photograph. Be creative!