

# STUDENT BIZ

## ABOUT STUDENT BIZ

The Student Biz program is a collaboration between the Brantford-Brant Business Resource Centre (BRC), Brant Haldimand Norfolk Catholic District School Board and the Grand Erie District School Board. The program is designed to provide an opportunity for students to learn skills that will enable them to be successful entrepreneurs in a hands-on learning environment, with the possibility of earning two (2) Co-op credits.

## THE PROGRAM

The program will be presented virtually and is for students who attend school in the Brant Haldimand Norfolk Catholic District School Board area and the Grand Erie District School Board area or are proposing a business idea that will operate in the area.

### 1) *Business Development Training*

The [virtual] in-class segment is designed to provide students with solid business management skills, related personal skills development and completion of a researched, realistic business plan and financial documents. All sessions will be held virtually.

#### Introduction to the Business Plan

Wednesday, May 5, 2021 9:00am - 12:00pm

Gain an understanding of the key components of the business plan and how each section is connected to tell the story of you and your idea. We will explore the core sections typically included: Company Profile, Industry Overview, Competition, Products & Services, Target Market (customers), Operations, Marketing Plan and Financials.

#### Marketing & Sales

Wednesday, May 12, 2021 9:00am - 12:00pm

A good marketing plan spells out all the tools and tactics you'll use to achieve your sales goals. Learn to successfully create and implement marketing techniques and sales strategies, personal promotions, advertising materials that create connections and focus on what your business has to offer. Learn how to handle objections and set targets and goals and measure the effects of your efforts.

#### Understanding the Numbers

Wednesday, May 19, 2021 9:00am - 12:00pm

Learn how to calculate your start-up and operating costs, develop budgets, calculate your cash flow, identify your breakeven points and cost and price your products and services profitably. Learn how decisions you make about your operations and production processes affect your bottom line and how to ensure your estimates and quotes are in line with your final invoice.

#### Business Etiquette & Business Pitch

Wednesday, May 26, 2021 9:00am - 12:00pm

The ability to handle yourself properly today can sometimes outweigh even your technical skills. If you know what to do, when to do it, and how to do it with grace and style, you'll have a competitive edge in your career. In the first half of this workshop, we will learn about professionalism in business, telephone and email etiquette, customer service and knowledge needed to conduct your business with more confidence, know-how and efficiency. The second half of the session will give participants the opportunity to pitch their business idea to a panel of professionals, to receive feedback on their business idea and an evaluation of their presentation.

*Students are provided with all the training materials, handouts and tools necessary to complete their business plans and financial forecasts.*

### 2) *Co-op Work Term\**

For those students accepted into the Co-op Program, their work term will start in June. Participants will operate their business full-time, for their co-op term, and will be expected to attend a 2-hour mentoring session bi-weekly. Dates of mentorship sessions will be provided in June.

\*Co-op placement is subject to availability

## HOW TO APPLY?

Interested students should contact:

Dave Eelkema [david.eelkema@granderie.ca](mailto:david.eelkema@granderie.ca)  
Carmine Romano [cromano@bhncdsb.ca](mailto:cromano@bhncdsb.ca)  
Melanie Mears [mearsme@brantford.ca](mailto:mearsme@brantford.ca)

Application Deadline Dates:

StudentBIZ - Friday, April 30, 2021

Co-op Program - TBD - Contact your school's Guidance Dept.



# StudentBIZ

Developing High School Entrepreneurs

## THE PROGRAM

The StudentBiz program is offered through a community collaboration between the Brantford-Brant Business Resource Enterprise Centre, the Brant Haldimand Norfolk Catholic District School Board and the Grand Erie District School Board.

## TRAINING

Four virtual [3 hr] training sessions:

Session 1: Introduction to the Business Plan

Session 2: Marketing & Sales

Session 3: Understanding the Numbers

Session 4: Business Etiquette & Business Pitch

## MENTORSHIP

Students will work with local community mentors to complete their business plan and get their business started. Mentors include banking, financial and marketing professionals, industry leaders and previous youth entrepreneurs.

## THE PITCH

Pitch your business idea to a panel of industry professionals to get Feedback and support for your business start-up.

## CO-OP CREDIT

Students who choose to operate their business full-time during the summer may be able to receive high school co-operative credits as part of an experiential learning program. Participation and acceptance is based on school and program guidelines.

*Please note attendance is mandatory and will be taken.*

**Contact the Co-op Education Teacher at your school for more information**

**Presented  
by:**

