

A circular logo with a blue border and a red center. The text "Loudoun" is in a light blue script font, "Children's" is in a white sans-serif font, and "Business Fair" is in a white sans-serif font.

Loudoun  
Children's  
Business Fair

# LOUDOUN CHILDREN'S BUSINESS FAIR

INFORMATION SESSION

APRIL 27<sup>th</sup>, 2024

# THANK YOU FOR JOINING US



Session is Recorded



Slides will be shared



Please stay muted



Use chat for questions

# INTRODUCING ...

A registered 501c3  
non-profit organization

Same team,  
Bigger mission!





**Raj Kalra**  
Entrepreneur

I'm a Dad to 2 amazing girls and the owner and founder of Optimysis Inc. I have been an entrepreneur for over 20 years and have generated over \$30 Million in online sales.



**Shirali Patel**  
Corporate Leader

An entrepreneur at heart, I'm a mom, a veteran, an engineer and a corporate leader. As a Product Director at Microsoft, I'm passionate about solving world problems, one creative idea at a time.



**Monty Patel**  
Product Manager

With almost 20 years of experience in Product Development and Business Intelligence and an entrepreneur myself, I love teaching kids about entrepreneurship.

# THE TEAM

# **1. OUR APPROACH**

**Teaching Children Entrepreneurship!**



# MODELED AFTER ACTON CHILDREN'S BUSINESS FAIR

Acton Academy Network is a non-profit organization for young entrepreneurs

Founded by  
Jeff and Laura Sandefer



2007

**1106** Fairs



**12** Countries

**331** Cities

**64,000** 

Today



# LOUDOUN CHILDREN'S BUSINESS FAIR

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## IS:

A non-profit event, managed by parent volunteers

A hands-on learning platform for kids

Geared to teach entrepreneurship through experience

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## IS NOT:

A competition

A business funding shark tank

An event for local businesses to lobby

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## OUR PASSION:

Spark a sense of entrepreneurship and business in young children

Provide a learning experience outside of traditional school curriculum

# HANDS-ON LEARNING



## Plan

- Find Passion
- Pick Problem
- Consider Solutions
- Plan your Business



## Make

- Create Brand
- Buy Supplies
- Build Products
- OR Offer Services



## Sell

- Setup Booth
- Engage Buyers
- Sell Products
- Earn Money



## Grow

- Gain Confidence
- Learn Entrepreneurship
- Think Critically
- Change the World



# FOSTER KEY SKILLS



VISION &  
CREATIVITY



SELF-CONFIDENCE



FINANCIAL  
LITERACY



PUBLIC SPEAKING



RESILIENCE &  
PERSISTENCE



SELF-DISCIPLINE



COMMITMENT &  
FOLLOW-THROUGH

## **2. SUCCESS STORY**

**Highly rated by parents & kidpreneurs!**

# 2023 STATS: REGISTRATIONS

 **386**

Applications

 **115**

Businesses Registered

 **225**

Children Participated

 **67**

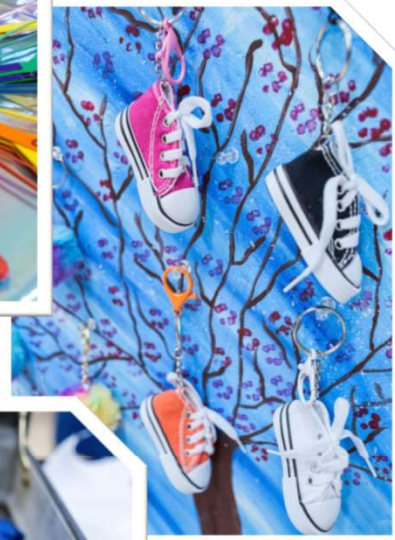
Schools Represented

 **\$15K**

Sales at the fair!

## Children's Business Products

Jewelry	Paintings	Bookmarks	Toys	Plush Toys	Frames
Painted Rocks	Keychains	Magnets	Candles	Slime	Stickers/Tattoos
Crayons	Stationary	Baskets/Pouches	Greeting Cards	Clay Art	Flowerpots
Plants	Personalized Gifts	Hats	Books	Science Kits	Crochet Blankets
Candy Bouquets	Pet Toys	Pet Treats	Carnival Games	Desserts	Drinks



# 2023 FAIR FEEDBACK

## ENCOURAGING

- “Well-organized”
- “Great communication”
- “Beyond expectations”
- “Amazing job!”
- “Great learning experience”
- “Kids had fun!”
- “Thank you so much”

## CONSTRUCTIVE

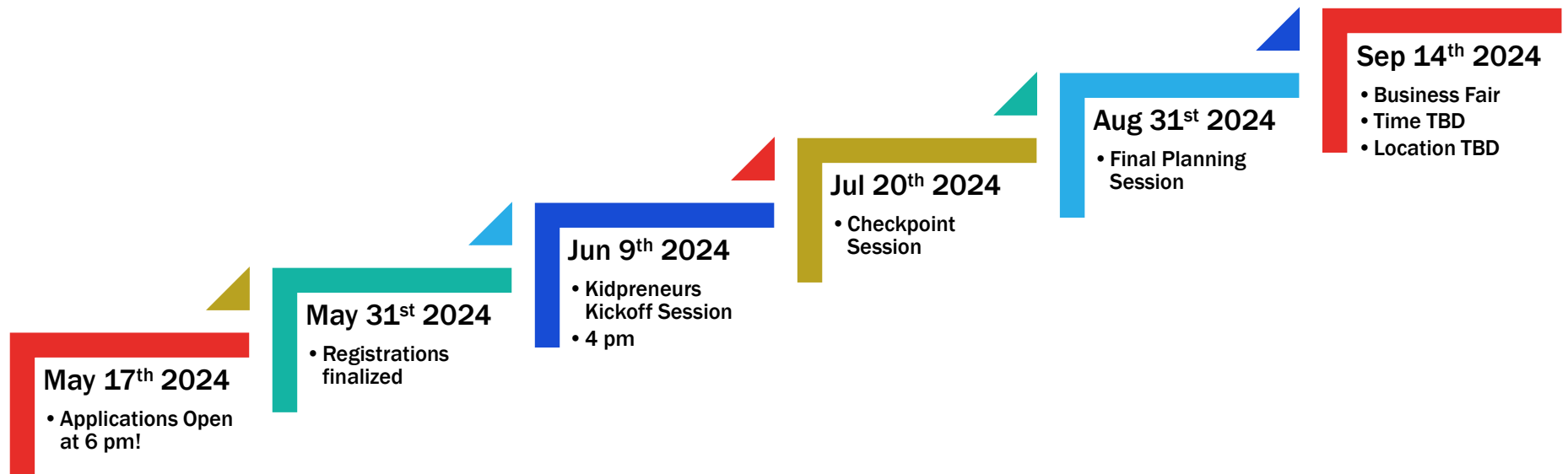
- “Need more time”
- “Bigger space”
- “Allow kidpreneurs to browse”
- “Too many businesses”
- “Outside venue”
- “Full tables”
- “More buyers”
- “Competition was tough”

RATING: 

# **3. APPLICATION**

**Brace yourselves!**

# IMPORTANT DATES & TIMES



**You have till May 17<sup>th</sup> to come up with your business idea!**



# APPLICATION RULES

**Who is eligible to participate?** All kids, ages 6-14, can setup a booth at the business fair.

**How can children run and own businesses? Is it legal?** In Virginia, under *Code of Virginia* § 40.1-79.01, children of any age, are allowed to “work for a business owned entirely by their parents” as long as it is not in mining, manufacturing, or other hazardous occupations. Their “children-run business” can be considered under their parent’s sole-proprietorship or a branch of their parent’s business.

**How do I apply? Can I apply as part of a group?** Application must be submitted online after May 17th, 2024. Please submit one application for each business. Children working as a group should submit one application that includes each child’s information. No more than 3 participants per business.

**What is on the application?** The application asks kids to think through some simple, but important elements of their business: What product or service do you plan to sell? What price will you charge for each product/service? How much will each product/service cost you? How will you pay for your startup costs? If someone is helping you with your startup costs, how will you pay that person back? How will you advertise/market your business before the fair? At the end of the fair, how will you determine if your business was a success?

**What is the application fee?** We will collect a \$25 registration fee from all accepted businesses. This fee covers the facility rental and provides table space and chairs for each business booth.



# SELECTION CRITERIA

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Only complete applications, with all questions answered, will be considered. Incomplete applications will be **rejected**.

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Evidence that the application and the business are the work of the child and not the adult — we don't expect polished applications!

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Plans by the young entrepreneur to pay back any loans/financial assistance he/she may receive.

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Children that participated at previous fairs will be prioritized.

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We will employ first come first basis as much as possible, but also strive to maintain diversity in age, gender, and race at the fair.

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Unique, well thought out product ideas will have a better chance of being selected. We will only accept 3-5 businesses selling the same product.

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Only apply if you plan to follow through all the way! Spots are limited, and we typically have a long waitlist. Please be courteous and mindful that other children might not get a spot.

# REGISTRATION


Once you apply, you will receive an email confirming that we received your application.



If you don't receive an email confirmation it means that we either didn't receive your application or that your email address was incorrect.



After your application is selected, you will receive an email asking to pay the registration fee via PayPal. We cannot accept any other form of payment.



Payment will be expected within 2 days of selection. We typically have a long waitlist, and will move forward with the next applicant if we do not hear back from you.



## **4. COMMITMENT**

**From Kidpreneurs & Parents!**

# PARENT RESPONSIBILITIES

1

## KEEP IT FUN

Keep the spark alive, make it a positive experience, maintain enthusiasm

2

## KEEP IT SIMPLE

This is not a shark tank, this is not a competition, a business plan is not necessary

3

## STEP BACK

Let the kids do the work, let them make mistakes, learn to fail, let them learn through experience not advice

4

## SET BOUNDARIES

Stick to budget, loan not gift, allocate sufficient time to create, provide supervision to their creativity

5

## BE A PARENT

Maintain order, offer constructive feedback, offer reassurance

[Top 5 Parent Tips for Acton Children's Business Fair - YouTube](#)

# CHILDREN: BE MOTIVATED



## Be Creative!

Think outside the box, find unique business ideas, and figure out innovative pricing.



## Be Curious!

Visit stores, in-person & online, to see how your product can be best packaged and branded.



## Be Disciplined!

Use your summer wisely, make your own products. Don't leave things for the last minute.



## Be Responsible!

If you borrow money to start your business, make sure to account for paying it back.

**Most Important: Have Fun!**



**LET'S HAVE TONS OF FUN!**



## **5. HELP NEEDED**

**TIME & MONEY MAKE DREAMS POSSIBLE!**

# HELPING HANDS

**We offer volunteer hours!**

Please connect us with high school students willing to donate time to assist us with fair preparation and execution

[loudounCBF@gmail.com](mailto:loudounCBF@gmail.com)

## Come

- Come with a sense of community
- Be collaborative, be patient

## Help

- Assist all kids if they need a hand
- Help the staff to maintain order

## Buy

- Encourage the kidpreneurs by buying their products!



# PREVIOUS SPONSORS



ACTON ACADEMY



<b>SPONSOR BENEFITS</b>	<b>Silver</b>	<b>Gold</b>
	<b>\$250</b>	<b>\$500</b>
<b>Logo &amp; Link on our Webpage</b>	★	★
<b>Social Media Shout Outs</b>	★	★
<b>Pamphlets in Swag Bags</b>	★	★
<b>Logo on Promotional T Shirt</b>		★
<b>Promotional Table Space at Fair</b>		

# SEEKING SPONSORSHIPS

Help us nurture the Midsize Moghuls... Please spread the word to local businesses!



# THANK YOU FOR ATTENDING!

Visit our website for FAQs: <https://www.loudouncbf.org>

Contact Us @ [LoudounCBF@gmail.com](mailto:LoudounCBF@gmail.com)