



# LOUDOUN CHILDREN'S BUSINESS FAIR

**KICKOFF SESSION – JUNE 7<sup>th</sup>, 2025**

# THANK YOU FOR JOINING US



Session is Recorded



Slides will be shared



Please stay muted



Use chat for questions



**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. THE BASICS**

**THIS IS IMPORTANT INFORMATION!**

# 2025 STATS: REGISTRATIONS



308

Applications



150

Businesses Registered



361

Children Participating



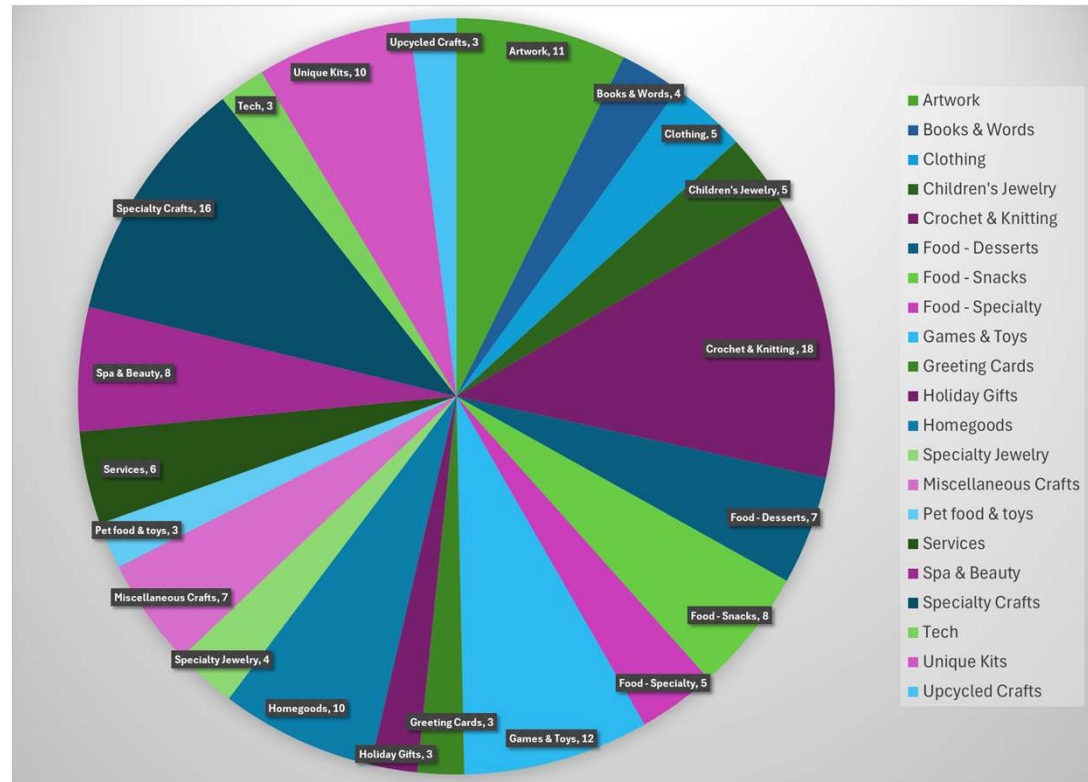
89

Schools Represented

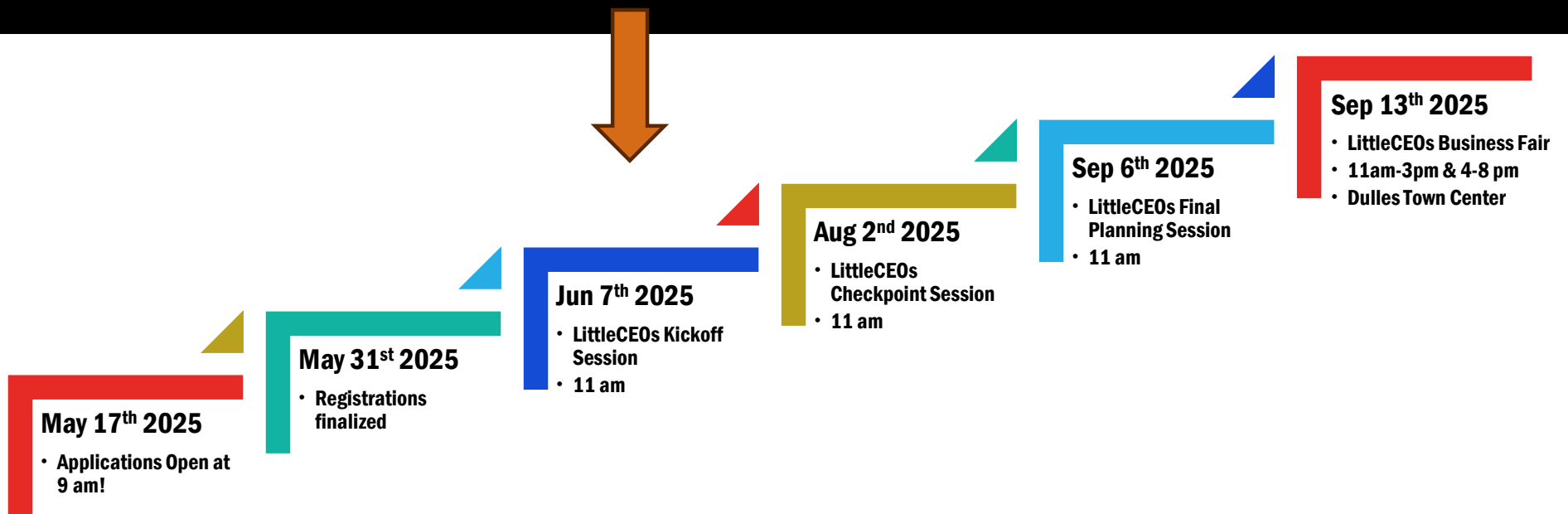


2000

Expected fair foot traffic!



# IMPORTANT DATES & TIMES



**14 weeks to prepare for the fair!!**

# COMMITMENT

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## NO BACKING OUT!

The registration fee is non-refundable. If you back out, or do not show up at the fair, it will be considered as penalty against future registrations.

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## ADVANCE NOTICE

We understand life happens, but please provide advance notice if there is an emergency and you cannot participate. We have a waitlist.

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## SHOW UP AT THE FAIR

Be a sport, be accountable, try to stick to your commitment, and do not be a no-show at the Fair, unless it's an emergency.

# FAIR INFORMATION



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**LOCATION:**

**DULLES TOWN CENTER MALL**

**21100 Dulles Town Cir, Dulles, VA 20166**

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**DATE:**

**September 13<sup>th</sup>, 2025**

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**TIME (2 SLOTS):**

**Fair 1: 11:00 am to 3:00 pm**

**Fair 2: 4:00 pm to 8:00 pm**



# FAIR DETAILS



Booths will be spread out throughout the lower level of the mall.



Booth assignment is randomized. Students pick from a basket.



A booth will consist of a 6 ft table and 2 chairs. These will be provided.



Decorations should be on the table. No guarantees you will have space next to the table for extra racks or signs.



No electricity will be provided to any booth, and the mall does not allow external power sources



Little CEOs have to run their business and sell their products on their own. No parental help for operations!

# FOOD BUSINESS RULES

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Loudoun CBF will obtain a Temporary Food Vendor permit from the Virginia Department of Health

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Food should not be placed on the floor, and should be kept beneath the pavilion roof

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Food cannot be prepared at the fair – it must be prepared and pre-packaged at home

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All food should be individually packaged and marked with prep date

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Keep food covered at all times within individual wrappers or in containers

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Proper temperature should be maintained for hot and cold foods

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Maintain hygiene at booth while displaying and serving

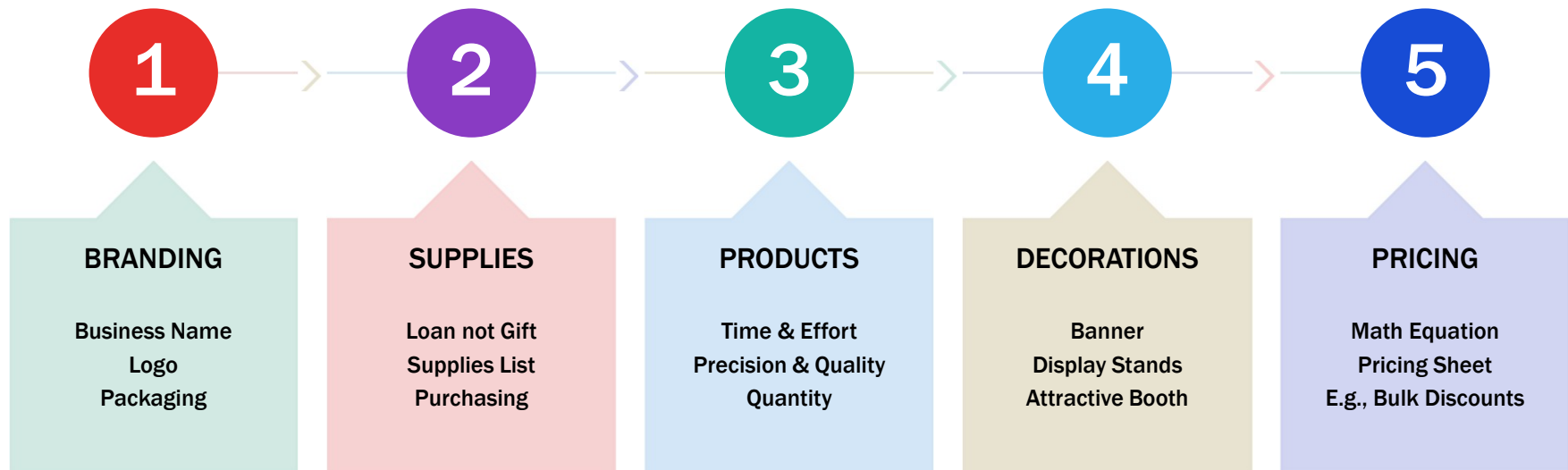
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## **2. GETTING READY**

**BUSINESS TYCOONS, PAY ATTENTION!**

# PLAN AND CREATE



**Use your time wisely... Make this a summer project!**

# PREPARATION ROADMAP



# PREPARE FOR THE FAIR

☐

**At least 50 items to sell**

☐

**Business Signage or Banner**

☐

**Sales Pitch**

☐

**Table Decorations + Tablecloth**

☐

**Pricing Sheet or Pricing Labels**

☐

**Small bills for change during sales**

☐

**QR Code for online payment (Venmo, Paypal)**

☐

**Cash box/purse**

☐

**A small makeshift trashcan and trash bags**

**EACH BUSINESS BOOTH WILL BE ASSIGNED:  
1 6-FT TABLE + 1 CHAIR**

*Print and use this checklist to prepare for the fair.*

# ADVERTISE FOR THE FAIR



## WHAT WE DO: **FAIR ADVERTISING**

Social Media  
Loudoun County News  
Local Parent Groups  
Local Businesses

## WHAT YOU DO: **BUSINESS MARKETING**

Friends & Family  
Schools & Classmates  
Community & Neighbors  
Social Media

**CHALLENGE: Bring at least 5 families to the fair!**



## **3. RECOGNIZING EXCELLENCE**

**OUR LITTLE CEOs DESERVE THE BEST!**

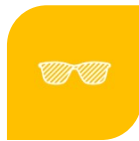


# LITTLE CEOS RECOGNITION



**CREATIVE  
CAT**

Innovative  
and original  
business  
idea



**BRAND  
BUDDY**

Booth Décor  
and Product  
Packaging  
that charms  
customers



**SALES  
SUPERHERO**

Being active  
& engaging,  
talking to  
buyers &  
pulling  
traffic



**GROWTH  
GENIUS**

Have growth  
plans and  
vision to  
scale up the  
business

## This is not a competition!

# SPONSOR AWARDS



Some sponsors bring gift certificates instead of cash sponsorship



They choose the businesses that impact them the most to award their certificates



Little CEOs Management Team does not influence these awards



## **4. INTRODUCING...**

**DRUM ROLL PLEASE!**

# SCHOLARSHIPS – NEW!!



Little CEOs Foundation is proud to announce the launch of its Scholarship Program, designed to support and accelerate the growth of young entrepreneurs who are already making waves in the business world.



This program is a natural extension of our mission: to nurture creativity, leadership, and innovation in children by giving them the tools and opportunities to thrive as future business leaders.



Over the past 4 years, we've witnessed incredible talent, drive, and ingenuity among our young participants—children who are not just dreaming big, but actively building businesses, solving real-world problems, and inspiring their communities.



We recognize that many of these promising kidpreneurs face challenges that can limit their potential—whether it's access to capital, mentorship, or educational resources. The Scholarship Program will bridge that gap and ensure that every child with a vision has the support they need to bring it to life.

# KEY BENEFITS



Seed funding to grow or launch their business ventures



One-on-one mentorship from experienced entrepreneurs and industry leaders



Personalized training in business fundamentals, marketing, financial literacy, and leadership



Networking opportunities with fellow young entrepreneurs and potential investors



Access to tools and platforms that enhance productivity and creativity

# SCHOLARSHIP PROGRAM

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## Helping Our Little CEOs Grow:

Little CEOs is giving special scholarships to kids who have awesome business ideas and want to make them even better.

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## Money to Make Big Things Happen:

Winners will get money to help buy supplies, make products, or tell more people about their business.

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## Learn from the Best:

Kids in the program will get to learn cool tips from real business experts and other kidpreneurs.

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## We Believe in You:

This program is for kids who work hard, think creatively, and want to make a difference with their ideas.

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## Be a Future Leader:

Little CEOs Foundation wants to help you become a confident, smart, and kind leader of tomorrow!



**\$500**  
**Cash Reward**

# ELIGIBILITY CRITERIA

**1**

Candidates must be between ages 11 and 16 years old.

**2**

Candidates must have participated in at least 2 Little CEOs Business Fairs.

**3**

Candidates must show continuous commitment to growing their business and entrepreneurial skills.

**4**

Candidates must commit time to meet with mentors after selection.

**5**

Candidates must complete an application and interview process.

# SELECTION PROCESS - TBA



APPLICATION AND INTERVIEW  
PROCESS WILL BE  
ANNOUNCED IN THE NEXT  
MONTH



SELECTION CRITERIA WILL BE  
PUBLISHED TO AID THE  
CANDIDATES IN THEIR  
PREPARATION



LITTLE CEOS FOUNDATION  
WILL SETUP AN UNBIASED  
SELECTION PANEL OF  
PROMINENT COMMUNITY  
LEADERS TO HELP WITH THE  
AWARD PROCESS

**More details to come soon**





## **5. AND THERE'S MORE!**

**LET US HELP YOU...**





# SKILL BUILDING SESSIONS



This summer, we're hosting four awesome online sessions just for our Little CEOs — our future business superstars!



You'll get to:

-  Plan out your business and product idea
-  Design your brand and logo
-  Practice your sales pitch like a pro
-  Plan how to grow your business even bigger!



Each session is packed with fun activities, creative challenges, and chances to share your ideas with other kidpreneurs.



Plus, it's all online—so you can join from anywhere in your pajamas (we won't tell 😊).



So grab your imagination, bring your big ideas, and let's get ready for the fair together!

# KEY BENEFITS



- Learn essential entrepreneurial skills



- Develop creativity and problem-solving abilities



- Gain confidence in public speaking and sales



- Understand branding and marketing strategies



- Plan for business growth and expansion



- Network with other young entrepreneurs

# SESSION 1:

## CREATIVE CAT



**JUNE 21<sup>ST</sup>  
SATURDAY  
10 AM TO 12 PM**

### **Dream It, Plan It, Get Started!**

Let's kick off your business journey with a burst of creativity and smart thinking! In this session, you'll come up with a business idea that's totally YOU, build a simple business plan, and learn who your customers are and how to reach them. We'll explore how to place your product where it will shine and sell!

#### **What you'll learn:**

- How to come up with a fun and unique business idea
- How to build a basic business plan
- Who your target market is and what they care about
- How to identify different customer segments
- Where and how to place your product so it gets noticed

# SESSION 2:

## BRAND BUDDY



**JULY 19<sup>TH</sup>**  
**SATURDAY**  
**10 AM TO 12 PM**

### **Make It Look Awesome and Sell Smart!**

Now that you've got your idea, it's time to make it look amazing! In this session, you'll create a brand that speaks to your customers, design a logo and choose colors that match your vibe, and learn how to make your product look top-quality. Plus, we'll dive into how to price your product just right!



#### **What you'll learn:**

- How to create branding that connects with your market
- How to design a logo and pick brand colors
- What makes a product look high-quality
- How to package your product to impress
- How to price your product to sell and succeed

# SESSION 3:



## SALES SUPERHERO

**AUG 17<sup>TH</sup>  
SUNDAY  
2 PM TO 4 PM**

### **Speak Up, Stand Out, and Sell!**

Now it's time to tell the world about your amazing business! In this action-packed session, you'll learn how to confidently talk about your product, use social media and word of mouth to spread the buzz, and become a pro at pitching your business. We'll also help you handle "no" like a true superhero—with courage and a smile!



#### **What you'll learn:**

- How to create a powerful sales pitch
- Tips for public speaking and presenting your product
- How to use social media and word of mouth to market your business
- How to connect with customers and build excitement
- How to handle rejection and keep going strong

# SESSION 4:

## GROWTH GENIUS



**SEP 20<sup>TH</sup>**  
**SATURDAY**  
**10 AM TO 12 PM**

### Reflect, Improve, and Grow Big!

You've launched your business—now let's make it even better! In this final session, you'll look back at what worked and what didn't, explore new ways to grow your business, and set exciting goals for the future. Whether you want to sell more, try new ideas, or plan for next year's fair, this session will help you think like a real CEO.



#### What you'll learn:

- How to review your business performance and learn from it
- How to find new ways to grow and improve your business
- How to set goals and plan for the future
- How to stay motivated and committed to your business journey

# SESSION DETAILS

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Suitable for ages 8 to 12 years old.

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Hosted virtually via zoom link.

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Pricing: \$25 per session, or discounted to \$80 for all 4 sessions.

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Sign up link: [Little CEOs Skill-Building Sessions Sign-up](#)

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After sign-up, a payment link will be sent to registered email.

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Registration will be confirmed only after the payment has been made.





## **6. 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

[LCBF@Littleceos.org](mailto:LCBF@Littleceos.org)

## 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!

# SUMMER VOLUNTEER INTERNSHIP

**Eligibility:** For students 15 years and older

**Commitment:** 8 hours per week (14 weeks)

**Earnings:** \$0 + 120 Volunteer Hours + New skills

**Apply By:** June 14<sup>th</sup>, 2025

**Internship kickoff:** June 15<sup>th</sup>, 2025

**Application Link:**

[Little CEOs Summer Intern Application](#)

# INTERNSHIP CATEGORIES



## **Marketing Management**

SMM posts, Local community group posts, Flyer posting at local businesses, Local news sources outreach & interviews



## **Graphics and Content Creation**

Flyers, Banners, Slide decks, Videos, Reels, Social Media Marketing, Post material



## **Communications & Info Sharing**

Email blasts, Airtable automation, Parent email responses, Info sessions hosting



## **Event Planning & Data Management**

Airtable database, Business signups, Information updates, Trends and graphs



## **Gamification and Coding**

Experimental Development of Concepts to drive engagement and education via gamification

# SEEKING SPONSORSHIPS

Help us nurture our Little CEOs...

Please spread the word to local  
businesses!



DIAMOND SPONSORS



GOLD SPONSORS



SILVER SPONSORS



THANK YOU SO MUCH!





# THANK YOU FOR ATTENDING!

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

Contact Us @ [lcbf@littleceos.org](mailto:lcbf@littleceos.org)