



LITTLE CEOs

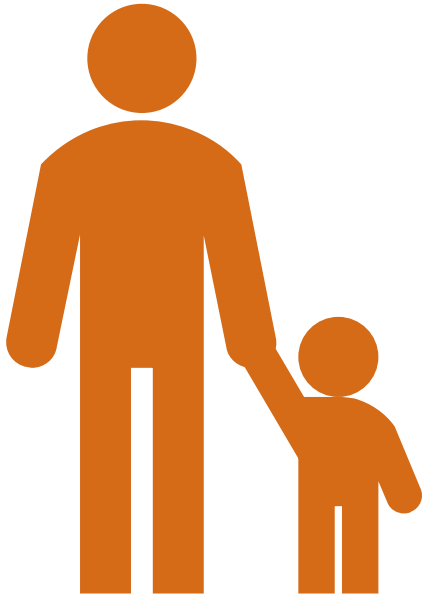
Foundation



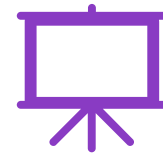
LOUDOUN CHILDREN'S BUSINESS FAIR

KICKOFF SESSION – JUNE 6th, 2026

THANK YOU FOR JOINING US



Session is Recorded



Slides will be shared



Please stay muted



Use chat for questions



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.



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.



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.



Bhavin Parikh
Entrepreneur

As the founder and CEO of TrackMyShuttle, my expertise lies in business development, sales, and marketing. I love spending time with kids, teaching and enriching their knowledge through Little CEOs.

THE TEAM



1. THE BASICS

THIS IS IMPORTANT INFORMATION!

2026 STATS: REGISTRATIONS



382

Applications



130

Businesses Registered



343

Children Participating



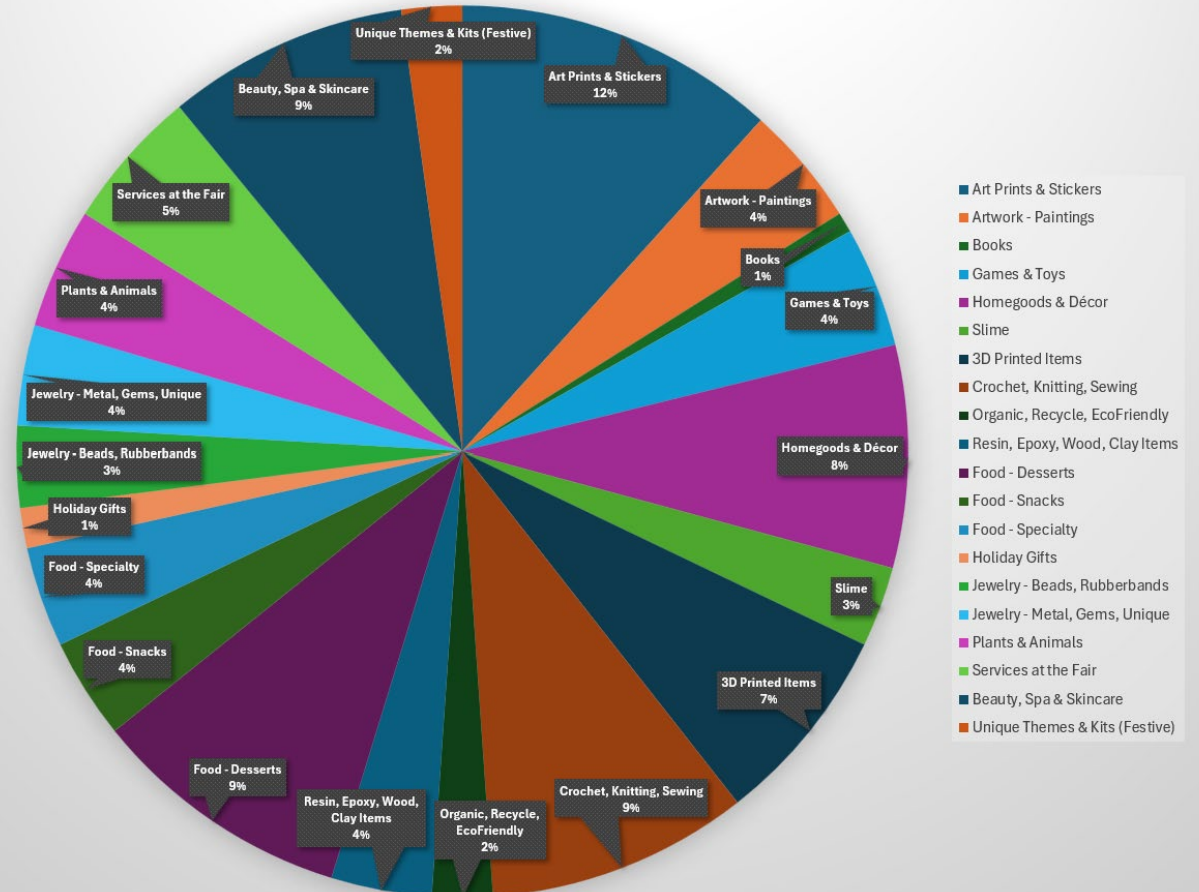
10.5

Average Age of Participant

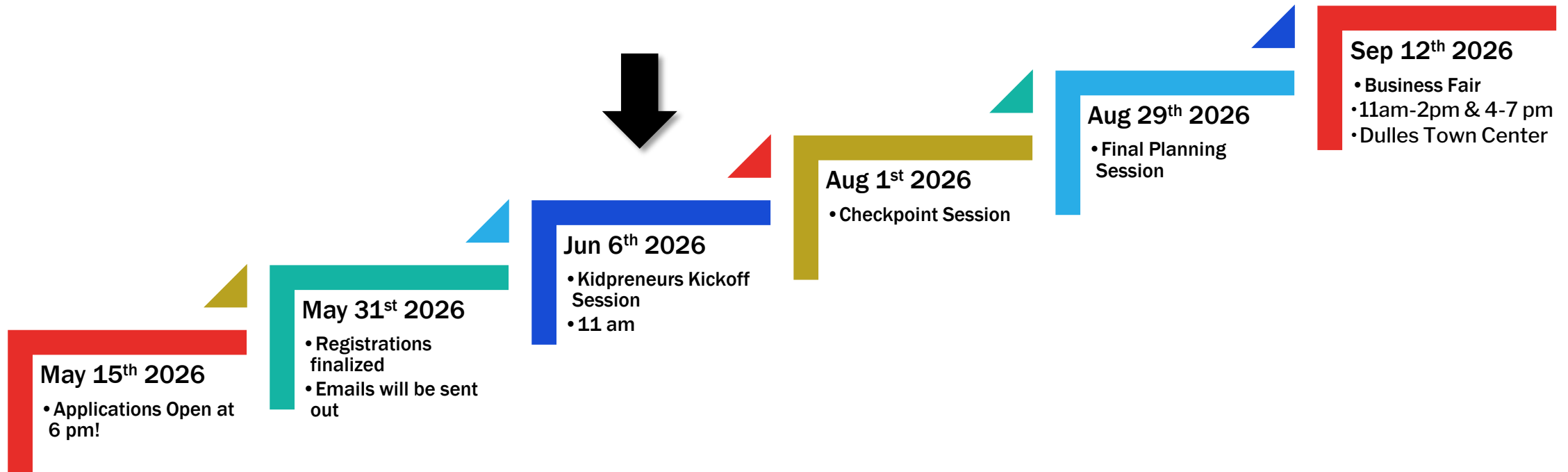


25000

Expected fair foot traffic!



IMPORTANT DATES & TIMES



14 weeks to prepare for the fair!!

COMMITMENT

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.

ADVANCE NOTICE

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

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. No-shows will be **blacklisted** from participating in future fairs!

FAIR INFORMATION



LOCATION:

DULLES TOWN CENTER MALL

21100 Dulles Town Cir, Dulles, VA 20166

DATE:

September 12th, 2026

TIME (2 SLOTS):

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

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

FAIR DETAILS



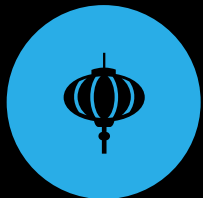
Booths will be spread out throughout the lower and upper level of the mall in the central circle.



Booth assignment is randomized. Students pick their own booth from a basket.



A booth will consist of a 6 ft table and 2 chairs. These will be provided as part of the registration fee.



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, please plan to bring your own battery packs for any electric connectivity



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

FOOD BUSINESS RULES

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

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

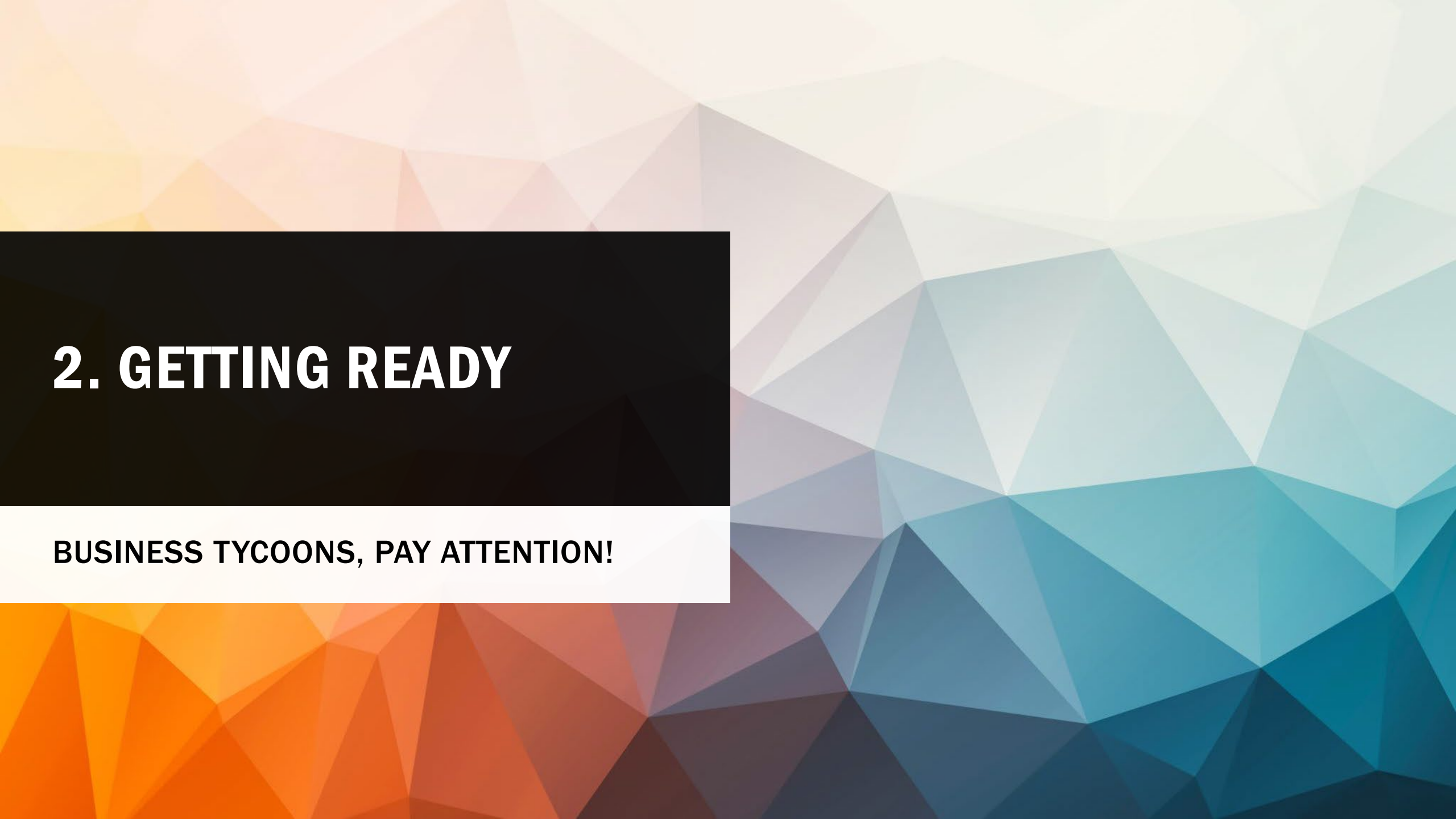
Food cannot be prepared at the fair – it must be prepared and pre-packaged at home

All food should be individually packaged and marked with prep date

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

Proper temperature should be maintained for hot and cold foods

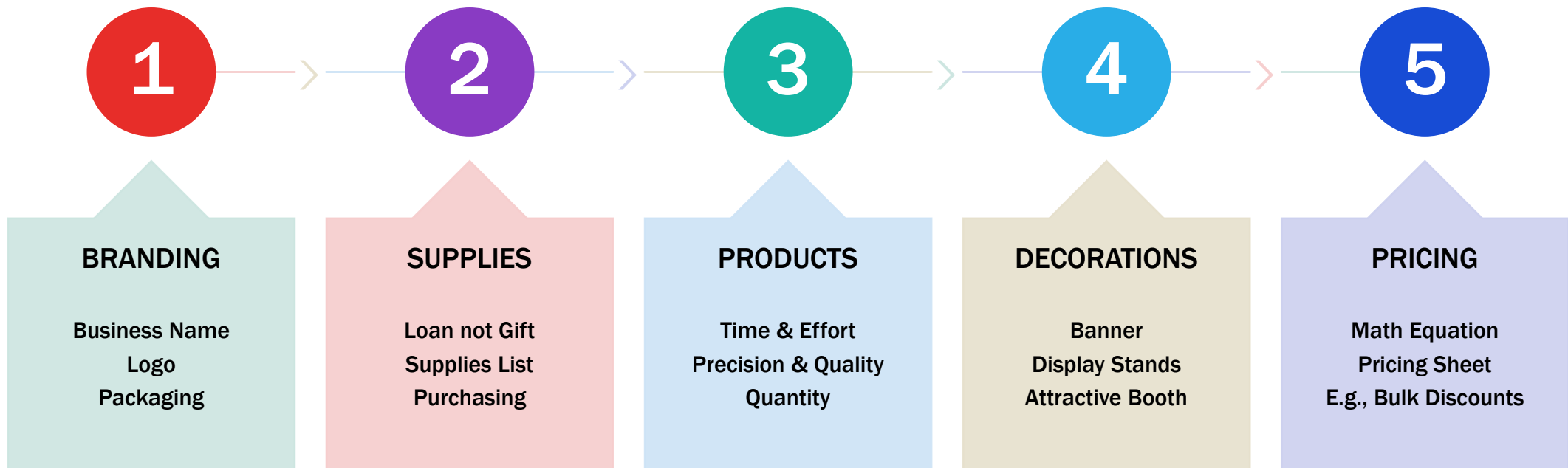
Maintain hygiene at booth while displaying and serving



2. GETTING READY

BUSINESS TYCOONS, PAY ATTENTION!

PLAN AND CREATE



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

PREPARATION ROADMAP

1

Product Ideas

You have a business idea. Now think about the products you're going to sell in your business.

2

Market Research

Do research to see who is selling similar products and how much are they selling for.

3

Branding

Think about your logo design, packaging and your booth design.

4

Supply Chain

What materials will you need to make your products? Where will you get those materials from?

5

Prototype

Create 1 or 2 samples and perfect your product

7

Production

Make your products. Make enough products to sell at the fair.

6

Pricing

Figure out how much you'll sell your items for? How much will they cost to make?

8

Marketing

Come up with your sales pitch. How will you promote your business. Discounts & Specials.

9

FAIR TIME!!!!

Get everything ready for the fair. It's GO TIME!!

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 + 2 CHAIRS**

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 impress them the most to award their certificates



Little CEOs Management Team does not influence these awards

SCHOLARSHIP PROGRAM

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.

Money to Make Big Things Happen:

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

Learn from the Best:

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

We Believe in You:

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

Be a Future Leader:

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

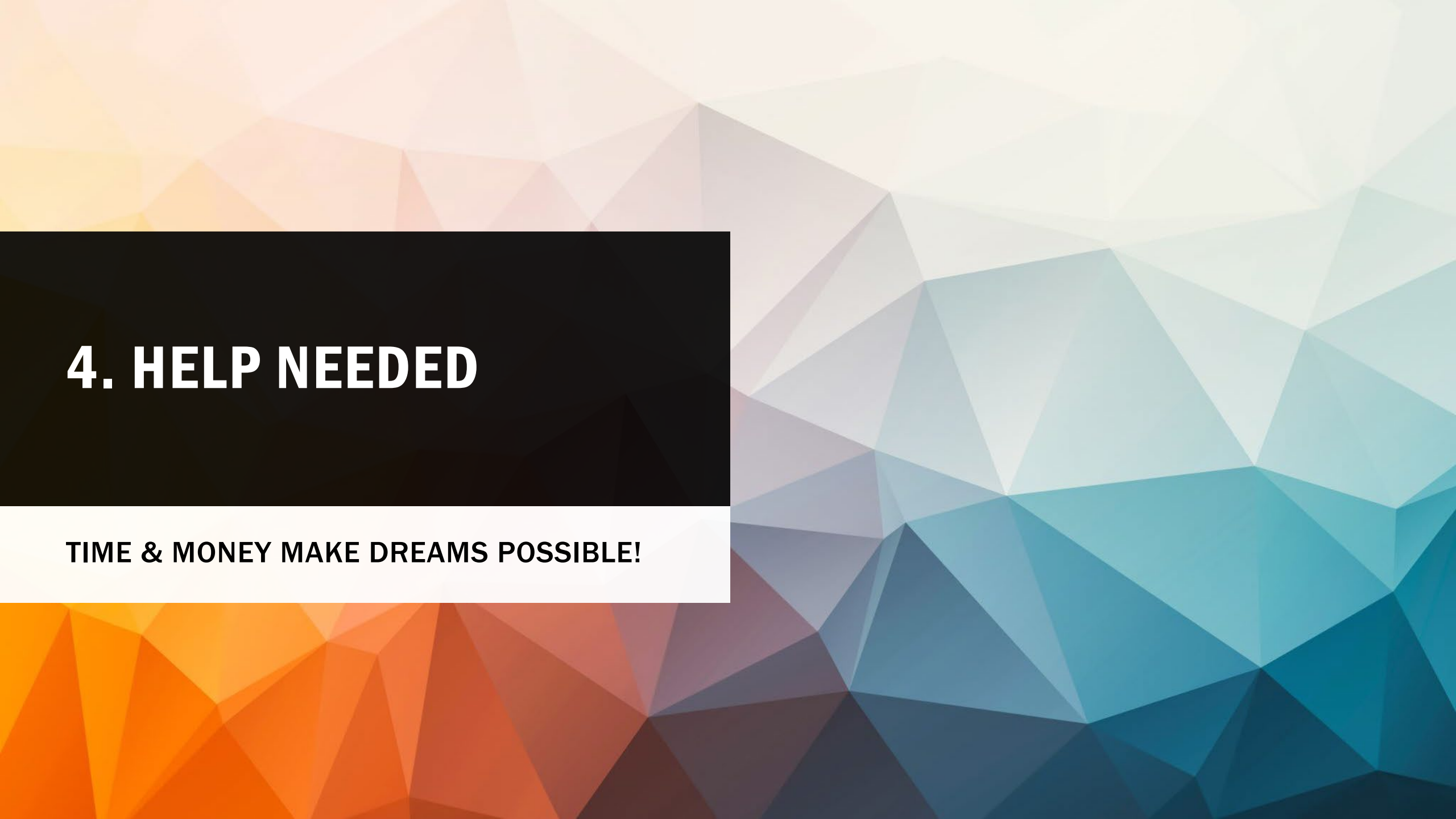


\$500
Cash Reward

A spiral-bound notebook with a brown cover, tilted at an angle. It contains a list of eligibility criteria under the heading 'Eligibility:'.

Eligibility:

- ✓ High school students only
- ✓ Participated in at least 2 past LCBF fairs
- ✓ Complete the application (TBA)
- ✓ Participate in a panel interview
- ✓ Have concrete plans for growing their business beyond the annual fair



4. 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

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 Little CEOs by buying their products!

SUMMER VOLUNTEER INTERNSHIP

AVAILABLE POSITIONS:

- SWAG BAG SOURCING LEAD
- SPONSOR OUTREACH LEAD
- MARKETING & MEDIA LEAD
- MENTORSHIP PROGRAM LEAD
- YOUTH ADVISORY BOARD LEAD
- SUMMER SESSIONS
COORDINATORS (2)

Eligibility: For high school students only

Commitment: 8 hours per week (10 weeks)

Earnings: \$0 + 80 Volunteer Hours + New skills

Apply By: June 19th, 2026

Internship kickoff: Monday, June 22nd, 2026

Application Link:
Will be sent out in email

SEEKING SPONSORSHIPS

Help us nurture our Little CEOs...

Please spread the word to local
businesses!

Contact us: LCBF@Littleceos.org

2025

Thank You Sponsors!



DIAMOND SPONSORS



Microsoft



ACTON ACADEMY

GOLD SPONSORS



MAGAZINE
InterGlobix
DATA CENTERS | CONNECTIVITY | LUXURY | LIFESTYLE



TrackMyShuttle



Primrose School at
Moorefield Station



STUDIO DH M



SILVER SPONSORS



BPA
ACCOUNTING & CPA SERVICES



THANK YOU FOR ATTENDING!

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

Contact Us @ icbf@littleceos.org