

## NextUp Student-Run Business Set-Up

<b>Evaluate</b>	<p>Prior to developing a business plan, conduct a study to determine a concept to take on:</p> <ul style="list-style-type: none"> <li>- Research business ideas as they apply to your building through staff input, students' suggestions, and trends.</li> <li>- Identify who the target market would be.</li> <li>- Assess your competition in the building (i.e., spirit wear-would you be competing with other organizations.)</li> <li>- Determine potential start-up costs and ongoing expenditures.</li> <li>- Evaluate students' level of ability and the amount of support that will be needed.</li> <li>- Analyze environmental and location factors that may impact your business plan.</li> </ul>
<b>Support</b>	<p>One of the essential pieces to creating your business plan is to gain the support of your stakeholders. That includes students, parents, staff, administrators, and the community.</p> <ul style="list-style-type: none"> <li>- Be PREPARED!</li> <li>- Show them how this will make a difference in your students' lives while developing successful transition skills.</li> <li>- Highlight how this plan will benefit the school, the staff, and the community as a whole.</li> <li>- If there is funding involved, have a plan.</li> </ul>
<b>Business Plan</b>	<p>A solid business plan will provide you and your students with an outlook on the business's success in the future. Your written business plan (developed by you and your students) could include some of the following information:</p> <ul style="list-style-type: none"> <li>- A description of your business             <ul style="list-style-type: none"> <li>- business name</li> <li>- logo</li> <li>- goals &amp; objectives</li> <li>- a projection for success.</li> </ul> </li> <li>- A detailed description of your product or service</li> <li>- Pricing &amp; any promotional tactics you will use</li> <li>- Location &amp; equipment needed to produce your product or service</li> </ul>

<b>Determine Roles</b>	<p>Students will be most efficient in their roles within the business if they have a detailed plan or job description of the role they play in this. Every position will be unique to your company and unique to the student's talents and abilities.</p> <ul style="list-style-type: none"> <li>- Create a job description that is detailed and precise.</li> <li>- Develop task lists that are geared toward the student's ability, which may include small step-by-step instructions or picture cues.</li> <li>- Have the students go through the application and interview process based on the tasks they know they will be required to perform.</li> <li>- Develop your unique NextUp Student-Run Business Platform and guide students through using it as part of their job responsibilities.</li> </ul>
<b>Market</b>	<p>Having a marketing plan in place will help your business get off to a successful start. Consider some of the following ideas for sharing your product or service:</p> <ul style="list-style-type: none"> <li>- Create flyers and posters to hang in the building.</li> <li>- Produce email advertisements to include infographics or promotional ideas.</li> <li>- Advertise through school announcements or newsletters.</li> <li>- Use your school or local media to create interest.</li> </ul>
<b>Teaching Opportunities</b>	<p>Remember that your student-run business is an opportunity to learn a host of different work skills. Here are some examples of ways you can incorporate lessons along with your daily business operations:</p> <ul style="list-style-type: none"> <li>- Incorporate instruction on completing applications, reading &amp; understanding work documents, and completing workplace forms.</li> <li>- Develop social skills lessons based on important communication skills needed to succeed in this business and beyond the school walls.</li> <li>- Advance students ' necessary math skills through lessons on handling cash, maintaining inventory, charting sales, understanding financial statements, etc.</li> <li>- Prepare students for workplace behavior expectations by aligning behavior goals and social-emotional lessons with student-business expectations.</li> </ul>