

# Student-Led Enterprises

## Why?



### Improved Hard & Soft Skills

Student-led enterprises often provide opportunities for students to develop essential work skills, such as communication, teamwork, problem-solving, and time management. These skills are valuable for transitioning to the workforce and achieving greater independence.

### Increased Self-Efficacy

Running a student-led enterprise can boost students' confidence and self-efficacy. The sense of ownership and responsibility can lead to increased self-belief and motivation.

### Real-World Experience

Engaging in entrepreneurship within a controlled educational setting allows students to gain real-world experience in a supportive environment. This experience can help bridge the gap between school and employment.

### Networking Opportunities

Student-led enterprises may involve interactions with mentors, community members, and business professionals, which can help students build valuable networks that can assist them in their future career pursuits.

### Personalized Learning

Transition programs that incorporate student-led enterprises can provide a personalized learning experience tailored to individual abilities and goals, allowing students to explore their interests and strengths.

### Job Skills Development

Depending on the nature of the enterprise, students may acquire specific job-related skills that are directly transferable to future employment opportunities.

### Financial Literacy

Operating a student-led enterprise often involves financial management and budgeting, which can help students with disabilities develop important financial literacy skills.

## 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>



# Sample SWOT Analysis

## COFFEE CLUB

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"><li>• Students are motivated and excited.</li><li>• Free advertising through email, morning &amp; afternoon announcements and newsletters are available.</li><li>• We have established support from the administration.</li><li>• Kitchen space is available.</li><li>• Running the coffee club offers students practical business experience in areas like budgeting, marketing, and customer service.</li></ul>	<ul style="list-style-type: none"><li>• Consider expanding its menu to include snacks, pastries, or alternative beverages to attract more customers.</li><li>• Capitalize on school events, meetings, or special occasions to offer catering services, potentially generating additional revenue.</li><li>• Connect with other businesses in the school ( Spirit Wear/ Boosters, Computer Design courses).</li></ul>
WEAKNESSES	THREATS
<ul style="list-style-type: none"><li>• The kitchen schedule may be difficult to work with.</li><li>• Students may face challenges in terms of resources, including the availability of equipment and funds for initial setup.</li><li>• Students do not have any specialized training or certificates.</li><li>• We lack software or online programming for tracking hours, tasks, &amp; inventory</li></ul>	<ul style="list-style-type: none"><li>• Additional offerings may need to comply with health and safety regulations and obtain necessary permits, which can be time-consuming and costly.</li><li>• Local coffee businesses offer fancier drinks.</li><li>• Shifts in coffee preferences or dietary restrictions among teachers and staff may affect demand for certain products (afternoon “pick-me-up”)</li></ul>

**You try:**

STRENGTHS	OPPORTUNITIES
WEAKNESSES	THREATS

Teacher

Resource

## Developing A Business Plan

### *The Planning Stages For Student-Run Business Development*

STEPS	Questions to Consider	Suggested Activities	Student Objectives
<b>Step 1: Name &amp; Logo</b>	<ul style="list-style-type: none"> <li>- Do the name and logo allow your customers to recognize the product being sold?</li> <li>- Is the name &amp; logo memorable; do they stand out?</li> <li>- Have you used tools like alliteration, location, humor, word-play, color, or any other eye-catching strategies?</li> <li>- Have you avoided any negative associations?</li> </ul>	<p>A. Have students develop a list of companies they are familiar with (i.e., Starbucks, Pepsi, etc.). Discuss the characteristics of the names and logos used to represent these companies. Allow students to discuss the techniques they think these companies used to target their consumers.</p> <p>B. Create a <i>Cluster Diagram</i> to facilitate brainstorming sessions and generate ideas.</p>	<p>Students will recognize entrepreneurial opportunities for new business ventures.</p> <p>Students will demonstrate the ability to collaborate as a team to achieve a common objective</p> <p>Students will demonstrate the ability to evaluate, analyze and interpret information to develop business decisions.</p>
<b>Step 2: Business Mission</b>	<ul style="list-style-type: none"> <li>- What is the purpose of the business?</li> <li>- Are there elements of your mission that you want to emphasize (i.e., low cost, convenience, etc.)?</li> <li>- What short-term &amp; long-term goals do you have for your</li> </ul>	<p>A. Assign students to develop a mission statement that reflects both the short and long-term goals created for the business.</p> <p>B. Invite community presenters to discuss business design and</p>	<p>Students will demonstrate effective business writing skills.</p> <p>Students will collaborate to create a shared vision, mobilize energy around the vision, and manage obstacles to its achievement.</p>

	business?	product development.	Students will make connections with employers in their community and initiate strategies for business plan development.
<b>Step 3: Pricing</b>	<ul style="list-style-type: none"> <li>- Where will initial start-up costs come from?</li> <li>- What types of unexpected costs could we encounter?</li> <li>- What does fair pricing look like?</li> <li>- How will ongoing budgeting be managed (balance sheets, inventory, monthly projections)?</li> </ul>	<p>A. Have students research the pricing of similar products sold in the community. Develop a comparison chart and poll school staff on appropriate pricing per unit.</p> <p>B. Assign students to develop a cost analysis to include fixed costs of materials and purchase frequency.</p>	<p>Students will build conceptual understanding, problem-solving, and procedural fluency through real-life situations.</p> <p>Students will prioritize financial decisions by assessing fixed costs and potential spending consequences.</p>
<b>Step 4: Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>- What roles in the business are best suited for each student's individual strengths and abilities?</li> <li>- Are there leadership roles best suited for specific students?</li> <li>- Is there a detailed plan and list of tasks for each position within the business?</li> </ul>	<p>A. Have students create a job description for their role in the business.</p> <p>B. Students can develop a short biography of their favorite leaders to highlight their understanding of the qualities of a leader.</p>	<p>Students will demonstrate strategies for collaborating with peers, adults, and others in the community.</p> <p>Students will develop their ability to implement best practices in employee recruitment and business roles and responsibilities.</p>

<p><b>Step 5: Promotion</b></p>	<ul style="list-style-type: none"> <li>- What is the best platform to reach potential customers (signs, newsletters, email)?</li> <li>- How can we creatively reach our customer base?</li> <li>- How can we determine the best timing for marketing?</li> <li>- Are there specific features that should be highlighted in the promotion?</li> </ul>	<p>A. Assign students to find business promotions from their favorite products. Have them consider the following questions:</p> <ul style="list-style-type: none"> <li>• What are common keywords used to draw interest?</li> <li>• What pictures are used for advertising the product?</li> <li>• If an advertisement indicates a sale or percentage off, is the rate high or low compared to the price?</li> </ul> <p>B. Have students develop promotional materials and vote on the most effective student work.</p>	<p>Students will develop interpersonal skills and demonstrate proficiencies in oral and written communication.</p> <p>Students will analyze the factors that influence others and demonstrate an ability to appeal to others' interests.</p> <p>Students will evaluate how marketing and media shape individual and community perceptions.</p>
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