



BUSINESS ADVENTURES CAPTAIN™ WITH ENTREPRENEUR



Guide For Kids

**LEARN HOW TO DREAM BIG.
PLAN SMART, AND
TAKE ACTION!**



Welcome, Future Business Leader!

**Ready
to be a business
owner, bold,
and brilliant?
Let's GO!**

**I'm Captain Entrepreneur,
your adventure buddy on a
super-cool business mission!**



Captain's Tip:
A great idea is
something fun for
you and helpful to
others.



Every big business
starts with a small
idea. Think about:

What do you enjoy?

What problems can
you solve?

What would make
people smile?

Your Adventure Map

- My idea is to:

- People who might buy it:

- I will sell it:

Every adventure needs a plan!
Fill in the blanks:



BUSINESS MISSION

Can you get your supplies
for under \$10

Let's make
a supply
list!

- ☒ Materials
- ☒ Tools
- ☒ Helpers

What Will
You Need?

\$10



Make It Happen!

**Time to get to work:
Create your product.
Practice your service.
Make it awesome!**

Captain's Tip:

**You don't need to be perfect
— just give it your best!**



My business is
called: _____.

My logo looks like
_____.

Names and
logos help
people
remember
YOU.



**EVERY BUSINESS NEEDS A
COOL NAME AND LOGO.**

Spread the Word!

Be excited and proud—your energy is contagious!



How will people know about your business? Try these:

- Word of mouth (tell your friends!)**
- Posters or flyers**
- Ask a grown-up to help online**

BUSINESS MISSION



SPEND =

EARN =

PROFIT =

SAVE

Handle Your
Business Like a Pro
Keep track of:

MY BUSINESS
JOURNAL



**Uh-oh!
Something went
wrong?
I only make
mistakes!**

**Solve Problems
Like a Leader:**
Take a deep breath.
Think of 3 ways
to fix it.
Ask for help if
you need it.





**YOU DID IT,
KID BUSINESS
OWNER!**

You're not just a
kid—you're a
BUSINESS OWNER
in the making!

