

Young Entrepreneurs

New Program Series for Middle Schoolers



**Junior
Achievement**[®]
of Greater Fairfield County

Learn How to Turn an Idea into a Business

This program introduces students to the process of design thinking as a problem-solving process and provides an authentic entrepreneurial experience for students with each session building toward a product-pitch competition. This is an integrated Zaniac enrichment program where students will have access to all Zaniac STEAM equipment & technology located in the campus.

Session 1: Entrepreneurs

Define Entrepreneurship and Social Entrepreneurship

Session 2: Market & Need

Defining & Identifying Markets; Principles of Design Thinking

Session 3: Innovative Ideas

Explaining Innovation and idea generation

Session 4: Design & Prototype

Develop a Product idea

Session 5: Testing the Market

Market Research & Product Development

Session 6: Seek Funding

Developing a strong pitch presentation

Final Presentation

Mirroring "Shark Tank", the critically acclaimed and multi-Emmy[®] Award-winning reality show that has reinvigorated entrepreneurship in America, a panel of local parent entrepreneurs will judge pitches at the end of the program. All parents are welcome. Student participation is optional. Date to be announced.

- **Classes meet once a week for 90 minutes for 6 weeks**
- **Price: \$588.00**
- **Students can work individually or in groups.**
- **Group sign ups get 10% discount (min. of 3 students)**

Call 203.918.9264 to enroll. Space is limited!

zaniac[™]

K-8 STEAM After-School Programs & Camps

Zaniac Greenwich ▪ 644 West Putnam Avenue, (Suite 201) ▪ ZaniacLearning.com/Greenwich ▪ Greenwich@ZaniacLearning.com

Campus Hours ▪ Mon-Fri 11 a.m. - 7 p.m. ▪ Sat 9 a.m. - 4 p.m.