



G.A.T.E.WAYS

invites gifted & talented

Year 5 and 6 children

with a love of learning and

an entrepreneurial bent to



'Who Wants To Be A Millionaire?'

G.A.T.E.WAYS is an independent organisation offering challenging and enriching activities and experiences to develop and extend highly able children. Established in 1994, G.A.T.E.WAYS runs a range of stimulating school programs as well as the Saturday *Brainwaves Club*.

This *JOURNEY* for both girls and boys will run over four sessions. Calling all entrepreneurs! This journey will lead you through the process of setting up a small business (funded in fictitious dollars by a benevolent benefactor). You'll learn how to find your market, create a business plan and register your company, as well as how to meet a design brief and patent a product. You'll launch a marketing campaign to make this product the 'next big thing', and you'll also ponder over how you and your company will deal with the glittering highs and occasional lows of business life, as all entrepreneurs have to do. Get ready to hit the big time as you enter the exciting world of entrepreneurship!

Requirements:

* For all sessions, students should come with a full-stocked pencil case – 2 grey lead pencils, a pen, a pencil sharpener, an eraser, coloured pencils, crayons or textas, a glue stick and a pair of scissors, a snack (no nuts) and a small photograph of yourself. See specific session requirements below.

Session One – A Business Brain Is Born!

We live in a time of fascinating innovation – but so few of the ingenious ideas swirling around in the ether ever make it to the big time. Just how do those creative thinkers featuring on Shark Tank push their ideas that far and convince the sharks to take it one step further? We're going to kick off by turning psychological sleuth, piecing together how the minds of an entrepreneur and a consumer work – how those with the brilliant ideas help fill the needs of the buyers. Meet your new company, work together to solve the puzzle decide whether your bright ideas makes you service superheroes or a goods gurus out to fix the world, and identify who you can help most!

Session Two – The Journey of a Million Dollars

...starts with a single sheet of paper! Every aspiring magnate – from Art Fry and Bette Nesmith Graham to Bill Gates, Ray Croc and the McDonald brothers - has had to go through the process of writing a business plan, patenting a product and balancing a budget to get their company off the ground. In this session, along with a group of other students, you will explore the process of setting up a company. You will also have a play with some promotional products and design one to comply with a brief issued by the benevolent benefactor who is financing your entrepreneurial endeavour. So, bring your most creative brain and nimble fingers!

Session Three – Can't Get You Out of My Head!

How are you going to convert your target market's kudos into cash? This session you are in for a rockin' ride through history as we look at how ads have evolved and how they have helped bring in the profits. We will explore how successful campaigners put their product on the map - how do marketing gurus come up with slogans, graphics and soundscapes? How will YOU sell your product ethically and still make the moolah? By designing a marketing campaign to blow the competition out of the water (nicely of course)! Pitch it to the other companies at the end of this session to see how much they think your products are worth based on your campaign.

Session Four – Boom or Bust?

This session the companies will pit their wits against each other and play the giant Boom or Bust board game for a last chance to add coins to their company coffers. As your company's token moves around the board, your team will need to put their heads together to choose the best solution of four offered to solve a number of difficulties: a production problem, public relations nightmares, environmental crises, human resources dilemmas as well as major economic events throughout history. Donate to charity, expand your market and receive grant money to round out your portfolio of experience! Each decision you make will impact on your profit and loss so crunch your numbers carefully – does your team have what it takes to be our first group of millionaires?

Homework Requirements

Homework may be set between sessions. At the end of the program a short, written report will be completed on each student and forwarded home to parents. A copy should be made and forwarded to the school.

Ang Hewasiribaddana has worked in education for the last decade and in many different capacities – from being an immersion English teacher to preschool students in Asia, to governing on a sheep station in outback Australia, to exploring alternative education environments in suburbia. She has a sideline interest in digital marketing, small business set-up and entrepreneurship, and remains addicted to watching Shark Tank and TedX in her spare time.