

KENT CENTER

Powered by Kid Entrepreneurs



**FLIP THE PAGE
TO BEGIN**

WHO ARE WE?

Kid Entrepreneurs Centre also known as KENT CENTRE is the first ever Entrepreneurship development centre for kids aged 6 to 15 years in Nigeria. We are extremely passionate about sparking up the entrepreneurial spirit in kids and we do this majorly through Experience and Project based learning.

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We firmly believe that entrepreneurship is the dream of our nation and since kids are the biggest dreamers, it only makes sense to introduce them early in life to the concept of entrepreneurship.

Kid entrepreneurship isn't about having kids focus all their time on business instead of school, rather, it is about helping kids develop necessary life skills that cannot be taught at school but can certainly be cultivated in the course of running their own micro businesses. Skills like Leadership, self-confidence, resilience, problem solving, financial literacy, independence, networking, creativity, effective communication, generosity, goal setting and many others.

Kid entrepreneurship is an absolute fun way to help kids make more sense of the subjects they are being taught at school.

- 1. Maths – to fix prices, give correct change and calculate sales made.*
- 2. English – to properly communicate with customers.*
- 3. Art - to design attractive business logos and effective advertising communications.*

And many others.



It is commonly said that “it is never too late to start”, we are saying “it is NEVER TOO EARLY TO START”, because during childhood, kids are at their most mouldable stage in life which therefore makes it by far the best time to introduce them to skills that will be beneficial to them their whole life irrespective of what career they choose to pursue in the future.

Our vision and hope, is that by introducing kids to entrepreneurship, they will develop to become responsible and independent members of society who have been delivered from the poisonous entitlement mentality that is prevalent in our society today.

WHY WE DO WHAT WE DO

- 1. To help increase the number of businesses that transcend generations**
- 2. To socially educate kids in areas where schools are falling short**
- 3. To help kids grow up with skills that assure them of a limitless future.**
- 4. To equip kids with skills they need to change the trajectory of our nation for good.**
- 5. To help discover the genius in every child and use that genius to change our world for the better.**



Classes Starts MAY 2017

KENT MBA (MY BUSINESS ADVENTURE)

KENT MBA our flagship program, teaches children the basics of entrepreneurship, business, and finance in a hands-on manner. This project-based learning (PBL) program gives children the opportunity to learn first-hand how to start and operate their own business.

Working in teams, the young entrepreneurs start, fund, and run their own company.

Members of each team will include

Chief Executive Officer (CEO)

- Organized • Leader • Confident

Vice President (VP) Design

- Creative • Enjoys drawing and art • Imaginative

Vice President (VP) Manufacturing

- Kinesthetic learner • Enjoys being out of his/her seat

VP Marketing and VP Sales

- Enjoys acting/public speaking • High energy • People person • Creative

VP Finance

- Strong math skills • Detail-oriented

	Business Course	ACTIVITY	SKILLS EARNED
WEEK 1	Business idea	Identify and analyse various social needs in the society Brainstorm several business ideas that meet those societal needs Decide on a final business to start Brainstorm ways to Make it unique	Creative thinking Team work Decision making Social awareness
Week 1	Business branding	Come up with business name Decide on business colours Design and print business logo	Digital designing Communication skills Team work Creativity
Week 2	Business Start Up cost	Determine cost of starting the business by Identifying materials and products needed to start the business Go to market to purchase the materials and products	Planning/ Budgeting Financial literacy Creative thinking Team work
Week 3	Business Marketing	Know your Target market -Who is your target market? -Where are they? -What do they like? -How will they hear about your business? Develop advert campaign for the business Design a business flier Learn how to sell	Analytical thinking Team work Digital designing Animation design Creative thinking Script writing Selling Persuasion
Week 4	Business Product Design	Design product prototype Fix prices for products and services Set sales target	Team work Creative design Financial literacy Planning and goal setting
Week 5	Elevator Pitch	Practise 45 seconds of elevator pitch Present pitch to parents for business funding	Public speaking Confidence
Week 6	INTERNSHIP PLACEMENT with a real company that does the type of business the kids have started	Be a job creator not a job seeker	All round Entrepreneurship skills
Week 7	One on one session with the kids	Private coaching and advisory on business continuity Confidence and self-esteem evaluation and boost	



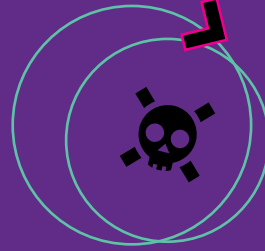
Benefits of KENT MBA Alumni

- We will help graduates promote their newly established business on all our platforms in the first month of operation
- We will help KENT business owner secure first real life business contract
- MBA alumni will have free access to all paid KENT events for the year
- MBA alumni will have guaranteed space at every Kid Entrepreneurs business fair for the year
- KENT alumni membership badge: eligible to be used to obtain discounts at certain Kids clothing, food and toy stores.

To register, please go to our website www.kidentrepreneurs.com.ng or call **08064646340**

INVESTMENT FEES: N50, 000

1. Tuition
2. Feeding (timetable will be shared with parents)
 - Tea break
 - Lunch break
 - All day snacks and water
3. Course material - Kent Business Start-up kit
4. Writing materials
5. Digital design materials
6. Graduation gown and Certificate
7. Graduation photoshoot with family
8. Alumni Badge



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