



One Hen Academy

Workbook

Name: _____

GLOBAL AWARENESS: WHERE ARE THE ISSUES?

Side 1



Use the worksheet below to learn about a country somewhere else in the world. With your family, try to figure out an issue that people in that country face.

Remember! An issue is a challenge that people try to overcome, such as hunger, having little or no money, or not having clean water to drink.

1. What is the name of the country? (Write the name of the country)

2. What continent is that country on? (Write the name of the continent)

3. What do you think is an issue that people in that country face?

4. What is a possible solution for that issue? How would you solve it?

5. What could YOU do to help the people in that country?

GLOBAL AWARENESS: WHERE ARE THE ISSUES?

Side 2



On the world map, circle where your country is and write the name of the country. 2



DECIDING WHAT TO MAKE & SELL

To determine the product you will make in your business teams, use this activity sheet to

see what you really think.

In the chart below, color in the star under the star that you think matches the description on the left side. Do your best to guess!

(Fill in the product

options) (Product 1) (Product 2) (Product 3)

Easiest to make

Most fun to make

Uses less
materials

Liked most by me

Liked most by my
family

Liked most by my
friends

Could sell for the
highest price

TOTAL STARS
(How many stars
did each product
get?)

Which product got most stars? (Write the product on the line)

This is the product you should vote for!

School Team

The charity we will donate our profits to:

The product our team will sell:

We will need a total of \$ to make (how many) products. Where will you sell this product?

Who will you sell your product to?

What supplies will the team
About how much will

need to create the product?
Where will we get this supply

we spend on each
item?
item?

1
2
3
4
5
6

\$
\$
\$
\$
\$
\$

Use the table below to make a timeline for how you will create and sell your product.

TASKS DUE DATE RESPONSIBLE PARTIES

TASKS	DUE DATE	RESPONSIBLE PARTIES

What are challenges that may prevent you from completing the project?

How will you overcome these challenges?

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AIMING FOR YOUR CUSTOMERS

Fill in the basic information about your product below:

1. What product will you sell?



2. Where will you sell your products?

Answer the following to get to know who your customers are:

1. The people where you will sell are mostly (circle up to 3 types of people):

Students Friends Teachers Adults Parents

Brothers Sisters Children Teenagers

2. Do you think men & boys or women & girls will want your product? (Circle one)

Men & Boys Women & Girls

3. Do customers in this location have a lot of money to buy your product? (Circle one)

Yes No I don't know

4. What's the most important product feature to your customers? (Circle one)

Color Quality Price Made by me Our Cause Size

List 3 people you know at this location who might want to buy your product:

1.

2.

3.



How can you find out what your customer want? I could: Who is your target customer?

(Decide with your group)

BUSINESS NAMES WORD BANK

Use the words from this activity sheet to help you brainstorm a fun, creative business

team name. Your teacher will tell you what words should go in the word bank.

Circle your 3 favorite describing words and your 3 favorite object words from the word bank and use those to help you come up with ideas!



MY BUSINESS TEAM'S NAME

Who is your group's target customer?

(Fill this in from the "Aiming for Your Customers" activity sheet)

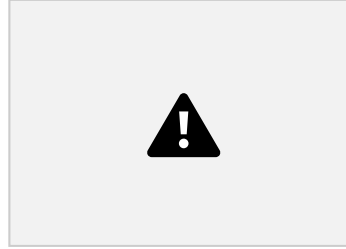
Based on your target customer, use the space provided to write down ideas you have for a name for your business team or product. What would your customers like?

Idea:

Idea:

Idea:

Idea:



Next, work with your team to decide on a name for your business.

Choose carefully – this will be your name for the rest of our time together!
Use the Business Names Checklist and the Business Name Word Bank sheet to help you make a smart choice. If you need to, vote as a team on the best option.

When you've decided, write down the name you choose.

My team's business name is:

Congratulations – your business team now has a name!

BUSINESS NAMES CHECKLIST

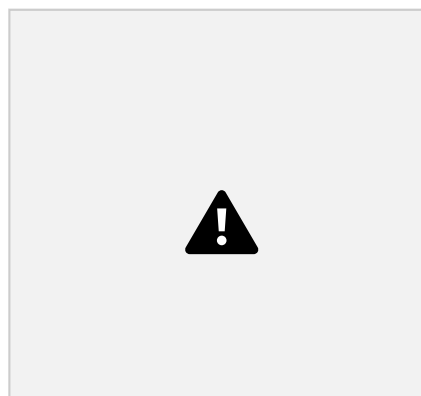
YOUR Business Name: (decide if your business name is a good one)

“ Is YOUR business name easy to spell?

“ Is YOUR business name easy to say?

Don't pick a name that is long or confusing.

“ Is YOUR business name original?



Is it different from your peers?

“ Is YOUR business name memorable?

“ Will YOUR business name appeal to your customer?

“ Does YOUR business name explain what your company does?

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BUSINESS TEAM LOGO LOG

Use the space below to draw some ideas for your business team's logo.

Be sure to include:

ü Your business team name

ü An image that represents your business or product

ü Your business colors



1

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3

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2

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01

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o





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o

THE SLOGAN SOUNDS LIKE...

On your own, draw a line from each slogan to the company name it belongs to. This may be trickier than the logo activity, but try your best!

Logos Companies

	Wendy's
	Sony
	Taco Bell
	Subway
	WalMart
	Nike
	McDonald's

Discuss as a group:

1. How did you know the correct choices?
2. Where do you see or hear these slogans?

Can you come up with a slogan for your group? Write it below!

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COLOR YOUR BUSINESS, COLOR YOUR PRODUCTS

1. What is your business name? (Write it below)



2. What colors best match your business name?

(Circle colors, and then circle the color group with the most colors circled)

“Cool” Colors “Warm” Colors

Green	Gray/Black
	Red
Blue	
	Orange Yellow Pink
Purple	
	Gold
White	
	Brown
Silver	

3. Who is your primary target customer? (Write it below)

4. What color(s) do you think will appeal to your target customer? (Circle up to 3) Red
Orange Yellow Green Blue Purple Pink White Silver Gold Brown Gray Black

5. As a group, now pick 2 colors that will be your business colors (Circle 2 colors): Red
Orange Yellow Green Blue Purple Pink White Silver Gold Brown Gray Black

6. What 2 additional colors should your products be, if colors are needed? (Circle 2 more) Red Orange Yellow Green Blue Purple Pink White Silver Gold Brown Gray Black

SHARK TANK PRODUCT PITCH OUTLINE

Introduction

🎬 Hello our names are and we would like to pitch our product idea of to you in hopes of receiving a loan from you totaling \$.

What is One Hen

- 🎬 This season, our team is participating in America SCORES' One Hen curriculum.
- 🎬 One Hen is a social entrepreneurship program that gives young people the opportunity to be entrepreneurs for a good cause.
- 🎬 As social entrepreneurs, we will (what is social entrepreneurship?)_

Charity

- 🎬 We have decided to donate our profits to (charity). 🎬 This charity tries to improve . 🎬 We initially considered , and causes but we chose this cause because .
- 🎬 We especially like about this charity and believe that the money we donate will make an impact.

Product

- 🎬 Our team decided to create and sell as our product.
- 🎬 We believe that people will buy this product because
- 🎬 We will make this product with (materials) 🎬 We plan to sell this product to (people) at (location/s)
- 🎬 We predict that we will create (how many products) units of our product and that we will need \$ overall to do so
- 🎬 We would like to ask you for a loan totaling \$ (MAX \$20) towards the creation of our product. 🎬 We think that you should invest in our product because

Closing

🎬 Thank you for your attention during our presentation.

PITCHING YOUR BUSINESS & PRODUCT

Fill in the blanks with information about your business and product.

1. Your Identity – Who you are.

What is your business's name?

2. Your Product – What you sell.

What are you planning to sell?



3. Your Selling Points – What makes your product special.



a. This product is .

b. This product is made with .

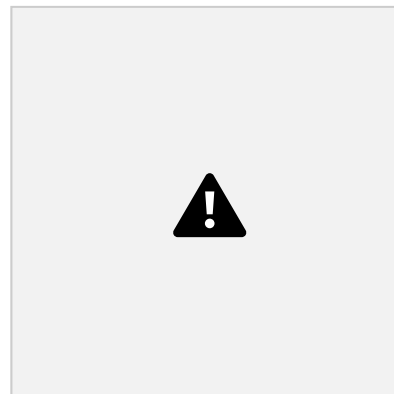
c. This product is made by .

d. If you buy this product, you

because

4. Your Cause – How you give back to the community.

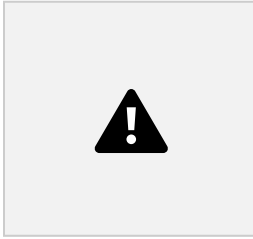
a. What cause are you supporting?



b. How much of your profits will you give to this cause? %

c. If people buy your products, they will be supporting (circle all that apply):

Hunger Education Clean water Small businesses



Disaster relief Conflict relief Health Other:_ 21

PRACTICING YOUR PITCH WITH OTHERS

Let's role play! Work with a partner to practice your business pitch skills. One person will be the "buyer" and the other will be the "seller." The buyer will ask the seller the questions below, and the seller will use their "Pitching Your Business & Product" activity sheet to answer the questions.

Sellers" Make sure you greet your buyer and say "Thank you!" when you're done!

Questions

1. What are you selling today?
2. What does this product do?
3. Why is it special?
4. Why should I buy it from you, and not somebody else?
5. Do I have to buy it now?
6. How much money does it cost?
7. Are there any deals on this product?



When you're done, switch roles!

Approved by The Bank:

Name: Signature:

PART 2: REPAYING THE LOAN

Date:

The Business Team has repaid the original loan of \$ plus interest of \$
for a total amount of \$. This Loan Agreement is now complete.

Signed by the Team Manager:

Name: Signature:

Approved by The Bank:

Name: Signature:

DAILY SHOPPING LIST: WHAT WE NEED



Use the shopping list template below to write down the materials you can buy, and how many you think you will need.

HOW MANY?

(Check off the
MATERIAL

box when you buy a
material)

(Write the name of the
material)

(Write how many of each
material you need)

PURCHASING POWER: WHAT WE BOUGHT

As you purchase materials, keep track of the date, how many of each kind of material you buy, and how much you spend.

DATE	MATERIAL	UNIT	HOW MANY?	
				=
			TOTAL COST	

_\$ x



\$

=

-\$ x

\$

=

-\$ x

\$

=

-\$ x

\$

=

-\$ x

\$

=

-\$ x

\$

=

-\$ x

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=

-\$ x

\$

		\$	x	\$ =
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WHAT I MADE: TRACKING PRODUCTION

Business Name:

Use the chart below to plan how many materials you will use for each product and then track how many materials you actually use. Draw a picture of your planned product and your actual product!

For each product, I PLAN to use:

What SHOULD your product look like:

MATERIAL

HOW

(Write the material name on each line) (Write the
MANY? number)

For each product, I ACTUALLY used:

What DOES your product look like:
MATERIAL HOW

(Write the material name (Write the number)
on each line)
MANY?

Part 1

For questions 1-6, fill in the blank with the correct words: initial cost, unit, unit cost, unit price, revenue, and profit. You should use each word only once.

1. The money you spend on materials to make all your products is called your .

2. A product that you make or sell is also called a .

3. The money you spend for materials to make ONE product is called your .

4. The amount of money you sell each product for is called the .

5. The money you make from selling all your products is called your .

6. Money you have left over when you subtract your cost from your revenue is your .

COST, REVENUE, PROFIT: WHAT ARE THEY?

Part 2

LET'S TRY IT OUT! Let's use what we know to see if we can determine Kojo's costs, revenue, and profit. Write the numbers for each question on the lines.

1. Kojo purchases 2 hens from the market for \$5 each.



What is his initial cost?

$$\underline{\$ + \$ = \$}$$

Cost for Hen 1 Cost for Hen 2 Initial Cost

2. His 2 hens lay 5 eggs each. Each egg is 1 unit.

How many units will Kojo have?



3. Using Kojo's initial cost, what is the unit cost of each egg?

$$\underline{X \div} = \text{Number of Hens} \quad \text{Eggs from each Hen} \quad \text{Total Eggs (Units)}$$

$$\underline{\$ \div} = \$$$

Initial Cost Total Eggs (Units) Unit Cost



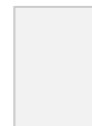
4. Kojo wants his profit from selling eggs to be the same as his initial cost. How much revenue must he earn from selling his eggs?



$$\underline{\$ + \$ = \$}$$

Initial Cost Profit = Initial Cost Revenue

5. How much must he sell each egg for to earn that amount?



$$\underline{\$ \div} = \$$$

Revenue Total Eggs (Units) Unit Price

BUILDING MARSHMALLOW TOWERS

RULES

- Work in your business team to build a tower out of marshmallows and supports.

- Each material you use has a COST:

- o 1 marshmallow costs \$
- o 1 support costs \$

- Accomplishments earn you REVENUE:

- o Each inch of your tower's height up to 5 earns \$
- o Each inch of your tower's height over 5 earns \$
- o Standing upright for 15 seconds earns \$
- o Standing upright for 30 seconds earns \$
- o Standing upright for 60 seconds earns \$
- o First team to reach 10 inches & stand for 30 seconds earns \$

- Keep track of your materials and

- o Add up your COST
- o Add up your REVENUE

accomplishments

- The team with the highest PROFIT (REVENUE – COST) wins!

MARSHMALLOW TOWERS ARCHITECT’S LOG

As a team, keep track of your costs and revenue in spaces below. Use the “Building Marshmallow Towers” activity sheet to reference the value of each accomplishment!

COSTS – Materials Used

Unit Cost Number Used Cost

Marshmallows \$ × = \$

Supports	\$	×	= \$
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TOTAL COST= \$

REVENUE – Accomplishments

Award Inches Revenue

1-5 inches tall \$_per

inch × = \$

5+ inches tall	\$_per inch	×	= \$
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Stands for... Award Quantity Revenue ^{15 seconds} \$ × 1 = \$ ^{30 seconds} \$ ×

1 = \$ ^{60 seconds} \$ × 1

30 seconds at 10+”	\$	×	= \$
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TOTAL REVENUE= \$

PROFIT – Did you win?

Revenue \$

Cost - \$

Profit = \$

VISUALIZING WANTS & NEEDS

Take a moment to think about your different wants and needs. Then draw images of your wants and needs in the table below, or cut and paste magazine images under the right column.

Wants	20	Needs
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MAKING MARKETING MATERIALS

Brainstorming Marketing Messages

Fill in the blanks with your product and words that will help convince your customers to buy from you.

1. Our will make you! 2. When you wear our , other people will think that you are! 3.

Can you think of your own marketing message?

What Sales Words Will You Use?

Check off the words below you think are relevant or appropriate for your marketing efforts. Choose them carefully, because your customers may not respond positively to too many sales words!

Price Discount Rush Entice

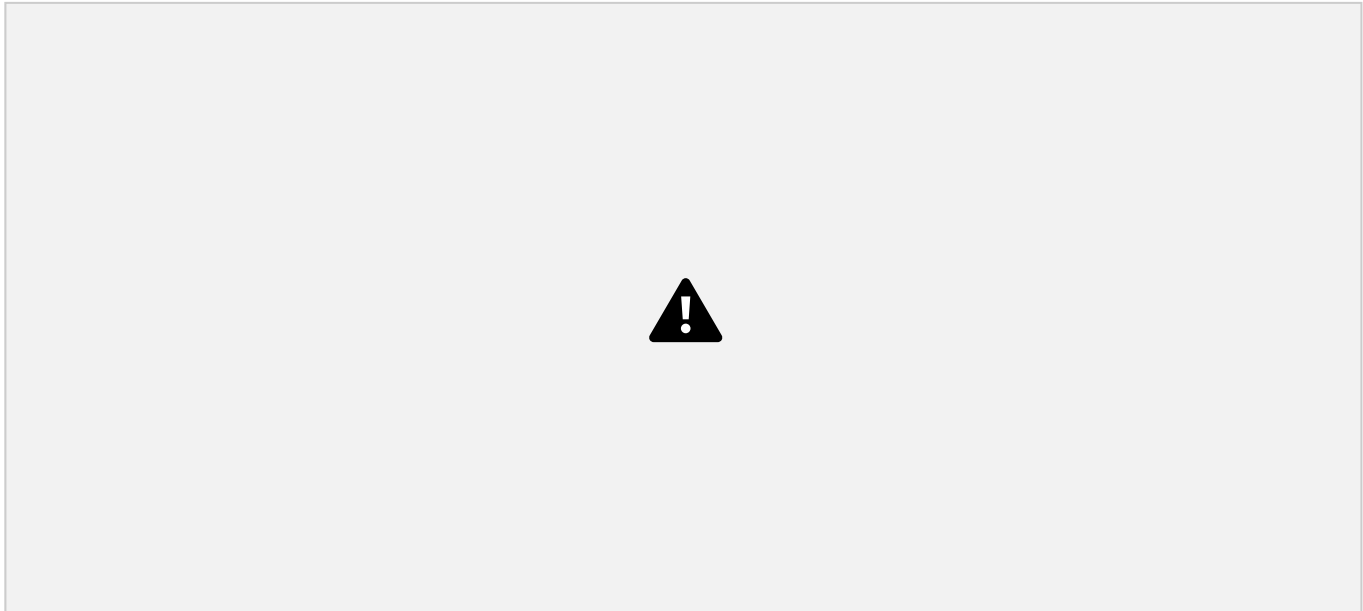
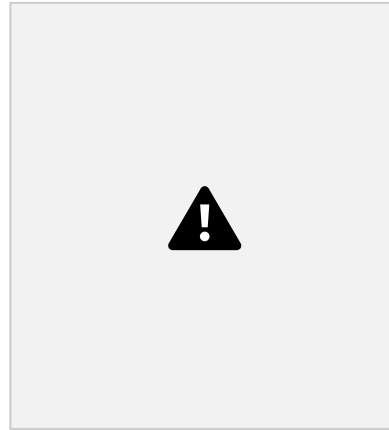
<input type="checkbox"/> Free	<input type="checkbox"/> Sale	<input type="checkbox"/> Limited time	<input type="checkbox"/> You'll love this
<input type="checkbox"/> Only \$	<input type="checkbox"/> Discount	<input type="checkbox"/> (only) <input type="checkbox"/> While	<input type="checkbox"/> Don't go without
<input type="checkbox"/> Just \$		<input type="checkbox"/> supplies last <input type="checkbox"/> Act	<input type="checkbox"/> Be the first
<input type="checkbox"/> As low as \$	<input type="checkbox"/> Get	<input type="checkbox"/> Now	<input type="checkbox"/> Give the gift
<input type="checkbox"/> Easy payments	<input type="checkbox"/> Save	<input type="checkbox"/> Last Chance	<input type="checkbox"/> Be the best/smartest
	<input type="checkbox"/> Up to % off	<input type="checkbox"/> Before time runs out	

	Buy one Get one		
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Flyer & Poster Checklist

For your flyers, did you remember to (check off all that apply):

- Include your business name?
- Include a slogan or tagline?
- Include a logo?
- Name your product?
- Show your product?
- List your selling points?
- Include prices?
- Say that % of your profit will go to ?
- Say what that charity does?
- Use colors that represent your business name (if printed/made in color)?







TRACKING TAKE-HOME SALES

Managers: Keep track of the products your business team members sell at home to make sure you earn the revenue you're supposed to. Use this activity sheet to record how many products your team members take home, what they bring back, and how much money they

turn in.

DATE TEAM MEMBER IN

REVENUE

OUT

OK?

(Write the member's name) they take (How many products did they take home?) (How many products did

(How they bring back?) much

money did they make?) (Check the box if everything is correct)

				\$	
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Profit + Giving: How Much?

1. What's your REVENUE and your COST? Fill in the

blanks with the dollar (\$) amounts.

REVENUE: My team earned \$

COST: We had to repay \$



2. Figure out your team's PROFIT! Fill in the blanks with the appropriate dollar (\$) amount.

REVENUE: \$ (use your revenue from #1)

- COST: - \$ (use your cost from #1)

= PROFIT! = \$

3. Determine how much money your team will give to charity! Fill in the blanks with the appropriate dollar (\$) amount and percentage (we can do this together):

\ PROFIT: \$ (use your profit from #2)

× PORTION (%): × %

= GIVING: = \$

4. Round up the amount you'll give and fill in the blank:

My team will give \$ to charity!

