



2021 MINI BUSINESS WORLD

SAVE THE DATE! WEDNESDAY, OCTOBER 27, 2021

We are so excited to partner with your CESA 3 team to facilitate a MINI Business World Program in your area!

WHAT IS A MINI BUSINESS WORLD?

Through fun and engaging hands-on activities and dynamic speakers and guests, your students will leave our one-day MINI Business World program with a stronger understanding of what it takes to start a small business, the power of the free enterprise system and with a firmer grasp on economic and financial literacy.

HOW MUCH DOES THE MINI BUSINESS WORLD COST MY SCHOOL?

Because our programs are funded by generous donors and business partners, we only ask school districts to provide the transportation to and from the school to the venue where the MINI is held. All supplies, materials, lunches and snacks are provided by Wisconsin Business World and our supporters.

WHAT ARE MY RESPONSIBILITIES AS A TEACHER DURING THE MINI BUSINESS WORLD?

Many teachers choose to participate in the day, acting as advisors to the students as they plan their company launch and as final judges during the final competition. But, it's not required! You are able to participate as much, or as little, as you would like during the program. However, we request that you stay nearby should we need assistance with one of your students.

WHAT WILL MY STUDENTS DO FOR THE DAY?

Students are broken up into "companies" where they will split into departments, including administration, production, marketing and finance. As a team, students will brainstorm an idea, develop a product and discuss the best ways to finance and market their idea. The day will end with a lively product trade show where the companies will try to convince "investors" to fund their start-up.

WHY WISCONSIN? Students will watch a short video on some of the cool things that are made right here in Wisconsin. With workforce being one of the key issues for employers, we want students to discover all the reasons to stay and work right here in our great state! We will finish off the video with an epic game of The Price is Right – Wisconsin Style, where the companies will face off against each other to guess the prices of Wisconsin-made products.

Finally, students will participate in a free-market trade exchange game, and will learn the values and importance of our free-market economy.

As we near the date, we'll send full registration information including a final schedule. We're attaching a sample schedule below so you can see the flow of the day. I am really looking forward to working with you and your students! If you need anything, I can be reached on my cell, (608) 332-3430, or by email at mgrojkowski@wmc.org. Thank you again so much for your support! -- Michelle Grajkowski, Director, Wisconsin Business World