

2023 MINI BUSINESS WORLD

ADVISOR INFORMATION

Thank you so much for choosing to spend the day with us today, and for all your help in making this day a memorable, educational experience for our students!

GOALS/ADVISOR ROLES:

- 1) **ENTREPRENEURSHIP:** Students will be tasked with developing a product and a business plan and will present their business plan at the end of the program. Because this is the first business experience for many of our students, advisors are asked to walk around the room to help the students if they get “stuck.” Many students will have questions, but rather than to give them the answers, we suggest rephrasing their questions to help lead them to their own answers.
- 2) **TEAMWORK:** Students have been placed in random “companies” and may be working with students they are unfamiliar with. This can be uncomfortable for some students. So, especially in the beginning, we ask advisors to watch the interactions of the teams and to try to engage some of the quieter students to ensure their voices are heard as well.
- 3) **EDUCATION:** We want the students to learn by doing! Some of the terminology may be unfamiliar to them, and many may have not seen a professional business presentation. Advisors are asked to help the students think outside of the box by asking questions. *For example, if the marketing team is focusing solely on where to buy paid advertising, talk to them about other opportunities –who is their target market? Could they reach into moms’ groups, for example, to help them sell their product virally, without a cost to their startup? Are there other ways to market?*
- 4) **COMPETITION:** While this event is a fun, learning experience for the students, we expect them to take this seriously. So, to sweeten the pot, the advisors will act as final judges during the final presentations. Students will have four minutes to present their business plan in front of their peers and judges with a brief Q&A period at the end of their presentation. Winners from the presentations will receive Business World SWAG. In addition to the SWAG, students from the overall winning company will receive scholarships to attend the 2024 Summer Business World camp and a \$10 gift card. A judging rubric can be provided on request. However, many judges choose to discuss their picks and as a committee decide on the winning company for the day. We will announce the winners at the end of the event, and those students will receive a special code to comp their registrations for the upcoming Business World Summer Camps.
- 5) **DISCIPLINE:** The students don’t know us and we don’t know your school rules. We ask teachers and school staff to handle any behavioral issues including disciplinary that may be necessary. Additionally, as you know, presenting in front of large groups of students can be challenging at times. 😊 During the presentations, I would really appreciate your support if you see students talking or disrupting other students. We do our best to keep everything moving smoothly, but your extra eyes and words really help!!

WI Business World Team: If you have any questions throughout the day, we are here to help! [Stephanie Stevens](#), our Program Manager, is a very valuable resource. She is the glue behind our MINIs, ensuring that the students have the supplies and the assistance they need to make the day run smoothly. Additionally, [Michelle Grajkowski](#), our Program Senior Director, will be assisting the students and overseeing the event to make sure everything is on track. Please feel free to reach out to either of us with questions or concerns. Michelle can be reached at mgrajkowski@wmc.org or by cell at (608) 332-3430.