



Homestead's 8th Annual Marketplace

~ proceeds go to Student Field Trip Accounts ~

Initial FAQ's

WHO can participate in the Marketplace?

- Innocademy middle, older, and oldest students AND iCademy Global 3rd-12th grade students may sell at Marketplace.
- A Business Plan (choose from ONE of the attached two choices) is due Monday, October 21st to hold a table at the Marketplace. We understand tweaks will be made along the way...the Business Plan is intended to firm up some initial thinking and put the heat on for being ready to set up your table on Nov. 12th after school

WHY is there a Marketplace?

- Students apply any profits to their Field Trip Accounts for their overnight trips this year (Inno: Middle Friends-Mackinac or Detroit/Lansing, Older Friends-Boston & NYC, Oldest Friends-Mexico; iG: Grade Specific info to follow)

WHERE is Marketplace?

- Marketplace will be located in the southeast corner of the second floor of Homestead Campus this year.

WHEN is the Marketplace?

- Nov. 13-15, see calendar for more details

WHAT does a student have to do to participate in the Marketplace?

- Turn in a Business Plan to your teacher by October 21st, 2019
- Students may sell used or homemade goods. Some items that have sold in the past are gently used toys, handmade jewelry, homemade baked goods, and scarves. NO nuts and NO store-bought packaged candy/soda please!
- Provide your own table or rent one from school for \$10 (limited quantity available, priority given based on date business plan is turned in to your teacher); No need to send in \$\$ for table rental; this money will be automatically deducted from Marketplace earnings.

HOW does the Marketplace work?

- Each item needs to be clearly marked on a piece of masking tape with the assigned table number AND price. Table numbers will be given out by Nov. 6th. We will have a central cashier station so there will not be any money exchanges at the individual tables.

Feel free to contact jody.voss@innocademy.com or mandy.guppy@icademyglobal.org with questions!

Marketplace '19 ~ Later FAQ's

When can we set up our table?

*Set-up is scheduled for Tuesday the 12th from 3:30p until 7:00p & Wednesday the 13th from 8am until 10am.
Don't forget your table if you signed up to bring your own!

How should we prepare our table?

*Please decorate with tablecloths, signs, etc. (please do not plan on electricity as we have very few outlets) to make your table special.
Please tidily store boxes/bags underneath your table for easy pack-up.
*Clearly include student name(s) and field trip as part of your display to help encourage your shoppers to support you!
*Remember each item needs to be priced (on masking tape please) and must include your table number.

Do we have to man our table?

*No... definitely not during the school day. The cashier station will always be manned - teachers and cashiers will monitor the area. That said, last year most kids did stay near their table during the evening shopping times before/after the Parent Meeting to drum up business and be available for questions.

How does Frugal Friday work?

*Frugal Friday is a voluntary opportunity to sell your goods at half off from 8:30-2:00 on Friday. If you do not plan to participate in this discounted time, please have your table packed up by 8:30am Friday. Any items on tables set up after the 8:30 deadline will be sold at half off.

When should we take down our table?

*IF YOU ARE NOT PARTICIPATING IN FRUGAL FRIDAY: Remove any items you don't want to sell at a 50% discount BY 8:30am Friday
*IF YOU ARE PARTICIPATING IN FRUGAL FRIDAY: Please take down your table between 1:15 and 4:30 on Friday afternoon. Anything remaining after 4:30 will be discarded/donated and \$10 will be deducted from your kiddos earnings and be given to the student who stayed to clean up your items.

When will we find out about our earnings?

We will do our best to report earnings the week of Dec. 9. Look for a note in your child's planner. This is a monster task that requires double and triple checking. If you are willing to help, please contact Ms. Jody at jody.voss@innocademy.com.

What happens to our money?

*Monies will be deposited into Student Field Trip Accounts (minus the \$10 for any "table rental", if applicable). Monies in Field Trip Accounts MUST be used for field trip expenses only and is non-refundable.



****Choose just 1 of the 2 Business Plan formats**

Business Plan for _____

Staff Use Only

Date rec'd _____

Teacher Initials _____

Mission Statement	
Good/Service Description	
Capital Needed: Human Capital Money Space	
Target Consumer	
Pricing	
Potential Roadblocks & How to be Proactive	
Marketing	
Profits	

Selling on Frugal Friday: ___Yes___No

Renting a Table: ___Yes___No

Parent Signature_____



****Choose just 1 of the 2 Business Plan formats**

Business Plan for

Staff Use Only

Date rec'd _____

Teacher Initials _____

A simple business plan can be written very quickly by just completing the following easy 10 step formula. Please use another sheet with these sentence starters.

1. I am...

Introduce yourself.

2. My product or service is...

Explain what your product or service is, what it does for the customer, any unique features or facets, how it is produced, etc.

3. My customers will be...

Describe your target customers and why you have chosen to market to these customers.

4. My customers will buy from my business because...

Describe any unique selling points or advantages you have. Are you providing better value, guarantees, superior quality, convenience, trendy, etc.?

5. My customers will pay...

Explain how much your customers will pay for each of the products or services you will provide.

6. I can make...

Explain how many products you can produce or services you can provide. (Reminder: you have only about a 6-foot table as your "store".)

7. To make each unit of product costs...

Explain how much each unit of product costs to produce.

8. The start-up investment I require is...

Detail how much start-up investment your business will require and how you will pay for the materials (capital equipment) upfront.

Renting a table: Yes No

9. I will be successful because...

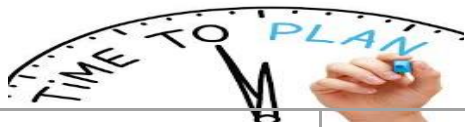
Explain why your business is viable and what evidence you have to support this claim.

10. My end in mind is....

Tell what you intend to do with your profits (field trip).

Selling on Frugal Friday: Yes No

Parent Signature _____



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	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Fire Up: Kick off assembly					October 10: Kickoff w/ Q&A Student Assembly	11	12
Brainstorm: Think through ideas with your family (Think like an entrepreneur)	13 Break Week	14 Break Week	15 Break Week	16 Break Week	17 Break Week	18 Break Week	19
Intent: Work on Business Plan	20	21 Business Plan due to Homeroom/ ELA teacher	22	23	24	25	26
Make Goods: make goods you plan to sell (or sort through items you wish to sell)	27	28	29	30	31	1	2
Marketing: work on your marketing tools.	3	4	5	6: Table Numbers assigned	7	8	9
Marketing Continued: Ex- signage that includes student name & field trip, make sure price tags clearly include table number, package product	10	11	12 Table set-up 3:30-7:00pm	13 Table set-up 8am-10am Marketplace 10am-4pm	14 Marketplace 8am-8:30pm Parent Meeting 6:30-7:30pm	15 Frugal Friday 50% off Marketplace 8:30-2:30 Clean-Up 2:30-4:00pm	16