

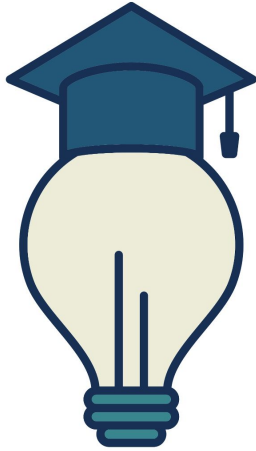


Pathways To
Independence

Empowering with Knowledge of How To Sell Products/Services and Manage Money

Presented by:

Gelevate Corp.



Pathways To

Independence

Provide
students with
the tools
needed **to**
become
productive,
creative and
independent.

Our Modules



Introduction to Basic Sales Concepts

Recommended for Grades K-2

Building the Foundational Sales Skills

Recommended for Grades K-5

Intro to Advanced Sales and Entrepreneurship

Recommended for Grades 6-8



Pathways To
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Introduction to Basic Sales Concepts

Activity Based To Stimulate Hands On Learning and Engagement.

6 Week and 12 Week Curriculum available.

Designed for K-2.

Activity: Toy Exchange Day

- **Objective:** Understand the concept of trading and the basics of value exchange.
- **Skills:** Communication, basic negotiation, understanding value.

Activity: Lemonade Stand

- **Objective:** Learn the basics of setting up a small business.
- **Skills:** Basic arithmetic (counting money, making change), customer interaction, and simple marketing (making signs).

Activity: School Supply Store

- **Objective:** Operate a small store selling school supplies during lunch or recess.
- **Skills:** Inventory management, simple budgeting, customer service, and basic sales strategies.



Pathways To
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Building the Foundational Sales Skills

**Hands on and interactive program
that stimulates collaboration through
the sales and entrepreneurship
journey.**

**6 Week and 12 Week Curriculum
available.**

Designed for Grades 3-5.

Activity: Fundraiser Sale (e.g., cookies, handmade crafts)

- **Objective:** Plan and execute a small fundraising event.
- **Skills:** Sales pitch development, teamwork, handling objections, and recording sales.

Activity: Class Market Day

- **Objective:** Create and sell a product at a class market.
- **Skills:** Market research (what products will sell), setting prices, advertising, and understanding supply and demand.

Activity: Simple Online Store (using a safe, kid-friendly platform)

- **Objective:** Set up and manage a basic online store.
- **Skills:** Digital literacy, product description writing, basic e-commerce principles, and simple analytics.



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Intro to Advanced Sales and Entrepreneurship

This program facilitates thinking and action around creating a profitable business

6 Week and 12 Week Curriculum available.

Designed for Grades 6-8.

Activity: Shopify Store Setup

- **Objective:** Create and manage a Shopify store.
- **Skills:** Product sourcing, branding, digital marketing, customer feedback integration, and basic SEO.

Activity: Design and Sell Merch (using print-on-demand services)

- **Objective:** Create and sell custom merchandise.
- **Skills:** Design thinking, understanding print-on-demand logistics, social media marketing, and analyzing sales data.

Activity: Drop Shipping Business

- **Objective:** Launch a drop shipping store.
- **Skills:** Identifying a niche market, negotiating with suppliers, advanced digital marketing strategies, handling customer service, and understanding profit margins.

Method of Delivery

This curriculum can be adapted and expanded based on resources, student interest, and specific educational goals. The key is to make learning about sales and entrepreneurship engaging, practical, and relevant to students' lives.

1. **Interactive Activities:**

- Role-playing and simulations
- Group projects and collaborative tasks
- Real-life entrepreneurship projects

2. **Guest Speakers:**

- Entrepreneurs and sales professionals
- Business owners and digital marketers

3. **Digital Tools:**

- Kid-friendly e-commerce platforms (e.g., MyStore)
- Graphic design tools (e.g., Canva for Education)
- Simple financial management apps

4. **Reading and Multimedia:**

- Age-appropriate books on entrepreneurship (e.g., "Lemonade War" by Jacqueline Davies)
- Educational videos and documentaries
- Interactive online courses and games

5. **Assessment:**

- Reflective journals
- Sales pitch presentations
- Business plan projects
- Peer and self-assessments



Pathways To
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Learning Outcomes

Mastery of Entrepreneurial Thinking and Problem-Solving

Students will develop a strong entrepreneurial mindset, characterized by the ability to identify opportunities, think creatively, and solve problems innovatively. This mindset will empower them to approach challenges with confidence and resourcefulness, both in their personal lives and future careers.

- Critical Thinking: Students will learn to analyze market needs, evaluate business opportunities, and devise strategic plans.
- Innovation: Encourages creativity and the development of unique solutions, fostering an environment where students are not afraid to take calculated risks.
- Resilience: Equips students with the perseverance and adaptability to overcome obstacles and learn from failures, crucial traits for success in any endeavor.

Proficiency in Communication and Persuasion

Students will gain advanced communication skills, enabling them to articulate ideas clearly, present compelling arguments, and engage effectively with diverse audiences. They will master the art of persuasion, essential for successful sales and marketing efforts.

- Confidence: Enhances students' self-assurance in public speaking, negotiations, and interpersonal interactions.
- Influence: Provides the tools to influence others ethically and effectively, crucial for leadership roles and collaborative projects.
- Connection: Fosters the ability to build meaningful relationships with customers, peers, and mentors, enhancing both personal and professional networks.

Comprehensive Economic Empowerment

Students will achieve a robust understanding of financial literacy, including budgeting, pricing, and profit analysis. They will develop comprehensive business acumen, from basic entrepreneurship principles to advanced e-commerce strategies, preparing them for future economic participation.

- Economic Empowerment: Empowers students with the knowledge to make informed financial decisions, manage personal finances, and understand the economic landscape.
- Strategic Planning: Cultivates the ability to develop, implement, and adapt business plans, essential for entrepreneurial success.
- Future Readiness: Prepares students for diverse career paths, equipping them with the skills needed for the modern workforce and fostering a generation of innovative thinkers and doers.

These outcomes ensure that students not only acquire practical sales and entrepreneurship skills but also develop the essential qualities needed to thrive in a rapidly changing world.

Transferable Skills



Objection Resolution

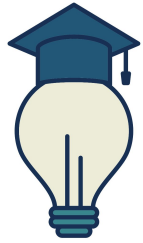
Identifying Value

Negotiation

Building Customer Relationships

Time Management

The Art of Persuasion



Pathways To
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Offer your kids
a fun way to
learn a skill
that will live
with them
FOREVER!