

**Creativity•Problem Solving•Innovation**

**Marketplace  
for**



**Igniting the Spirit of Innovation!**

**Introduction**

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[www.MarketplaceForKids.org](http://www.MarketplaceForKids.org)

# Marketplace for Kids



## What does the future hold for today's students?

Major changes in the workplace are occurring throughout the world, making entrepreneurship more important than ever. By creating new jobs and strengthening the economy, entrepreneurship is our opportunity to adapt to these changes in a positive way and to create new and better opportunities that enable our youth to enjoy their choice of lifestyle and values unique to their lives.

## The Real World Facing Our Youth

**Global Communities** – Co-workers, business partners, and customers may live and work in all corners of the world. Many aspects of daily work life now require the ability to adapt to ever-changing ideas and ways of thinking. Language skills and cultural sensitivities are a necessity.

**Technology** – Advances in technology allow our students to interact in new ways that were previously unavailable due to geographical, economic and social boundaries.

**The Economy** – Economic realities are changing faster than ever! New challenges within other areas of growth, such as energy, medicine, and other emerging technologies will present new options for innovative ideas!

**Education/Training** – These two areas are now a must. The future demands that people be skilled, trained and prepared for what lies on their paths ahead. Jobs that exist today will not necessarily exist when today's students finish school and enter the job market. Our children need the best available information on which to form creative skills when opportunities present themselves.

**Project-Based Learning** – Students today are learning about different subjects simultaneously. They identify a real-world problem (local to global) and develop a solution, using evidence to support the claim. Students show what they learn as they journey through the project, interact with its lessons, collaborate with each other, and assess themselves and each other.

**Change is Accelerating** – It is a rare chance for a loyal employee to work for the same company for an entire lifetime. Typical workers will often be self-employed contractors, having to sell their own personal abilities and qualities to 5-25 different employers over their lifetime. The well-paid employees will be those who can make the best out of challenging opportunities and who are adept at analyzing situations and developing solutions.

**Lifelong Learning** – Much like living is a continuous ongoing process, our children's ability to adapt must also be open to constant change and innovation. Preparing our citizens for a productive and rewarding work life begins at an early age and must continue through adulthood.

**Building Teams, Partnership, and Community** – To succeed in the future means people will be required to work more closely together than ever before. Setting goals and cooperating are essential life skills that can be taught. Individuals, organizations, farms, schools, businesses, communities, and even nations will succeed to the degree that teamwork and true partnerships are formed and effectively practiced.

# Creativity • Problem Solving • Innovation



## Vision

**Marketplace for Kids** believes that youth are prospective skilled, innovative people who will continue to power a diversified, vigorous economy. Our vision is for every student to receive entrepreneurship education and encouragement to become a lifelong partner in building a stronger community.

## Mission

To encourage youth to explore entrepreneurship and self-employment through recognition and development of their inventive, creative thinking and problem-solving skills.

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## Values

**Respect** - The inherent worth, well-being, and dignity of all people.

**Diversity** - Understanding and celebrating the social and economic value of cultural diversity.

**Stewardship** - Sustainable care of all resources for the good of this and future generations.

**Community** - The coming together of people committed to work for their common betterment through the development of their highest skills and fullest potential.

**Integrity** - The adherence to moral and ethical principles that promotes soundness of moral character and honesty.

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## Goals

- To promote and cultivate youth entrepreneurship.
- To provide entrepreneurship education and career exploration to youth with support and mentorship from business and community leaders.
- To encourage youth to develop their own entrepreneurship project (i.e., business/invention model) and showcase their project at an Education Day.
- To engage youth in learning about or practicing entrepreneurship.
- To raise awareness of self-employment as a viable career option.
- To assist youth in developing attributes and skills associated with entrepreneurs, including creativity, innovation, self-confidence, planning, and risk-taking.
- To motivate youth to pursue further study, exploration, and consideration of entrepreneurship.

# Who Coordinates the Program?

Each community/region has its own Advisory Leadership Team to work on details, coordination, local support, publicity, and involvement. The co-chairs of each Advisory Leadership Team serve on a Statewide Advisory Leadership Team to maintain consistency in the program.

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## Marketplace



Igniting the Spirit of Innovation!

## Did you know?

Marketplace for Kids...

- *Is free to schools, youth organizations, and any student who wants to participate.*
- *Meets:*
  - National Content Standards for Entrepreneurship Education*
  - North Dakota Standards and Benchmarks*
  - National Education Standards*
- *Is available for one semester of graduate credit.*

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## Marketplace for Kids Project Learning Guide

Developed by Marketplace for Kids, the Project Learning Guide is designed to provide teachers, youth leaders, parents, and students with ideas, information, and lesson plans they need to provide world class entrepreneurial learning.

The Project Learning Guide encourages students to stretch their thinking in more creative, divergent ways to solve problems, and create new ideas. By providing hands-on and experiential learning opportunities, the Learning Guide helps foster a lifelong learning mentality. Entrepreneurial skills will begin to grow at the elementary school level and continue into adulthood. Many of the activities in this Guide give the students opportunities for brainstorming. This is simply a way to accomplish divergent thinking (coming up with many possibilities) rather than convergent thinking (finding the one right answer).

There is much more information in the specific activities as you explore further into the Guide. With an end goal of ensuring that your students know they have the ability and resources to become an entrepreneur, even at a young age, the Guide provides a multitude of helpful hints and resources designed to engage and inform them, as well as help them display and protect their ideas and concepts.

The Project Learning Guide can be used when you have a few minutes between subjects, want to involve students in a project-based learning project, or are looking for a new way to teach a subject area. Many sections can be expanded to become whole-year learning opportunities! We know this Guide will become a useful tool both inside and outside the classroom.

Creativity, Problem Solving, and Innovation are key in a changing neighborhood, state, country, and world. We look forward to working with you!

***“What wonders await us...If we are ready?”***

**— Walter Cronkite**