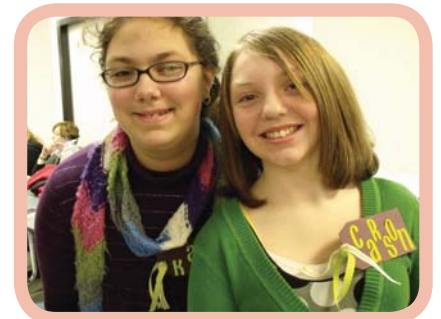


Starting Young!

by Pamela de Waal

In award winning TREP\$, kids in grades 4 through 8 go to fun-filled afterschool workshops that teach them everything they need to know to start their own businesses. They learn the skills at the workshops and build their businesses at home, week by week. After 6 weeks it's time to show the world what they have learned...and created! The TREP\$ Marketplace looks like an indoor flea-market with vendors behind tables of products they are selling, but the vendors are all kids! Some of these young entrepreneurs continue with their businesses long after the marketplace doors close. Equally important, the children have gained an entrepreneurial mindset- helping them understand their abilities and spot opportunities in the future. TREP\$ has many success stories. Here are two.

Hi! Our names are Carson and Kate and we live in Cooperstown, NY- home of the Baseball Hall of Fame. We did TREP\$ at our middle school and had so much fun. We decided to go into business together and to name business "K&C Crafts". We chose custom picture frames for our product. We purchased inexpensive frames, painted them, and then got creative. We used ribbon, buttons, beads, flowers, pom poms, stickers, hot glue and glitter glue to make unique custom frames.



We were counting down the days to the Marketplace. It was very exciting. When the day finally came, a lot of people came to see what we were all doing. We were a little nervous about talking to the people in the beginning, but it got a lot easier after the first few. Our Marketplace lasted for two hours and we sold out all of our frames with fifteen minutes to go. We let customers who came to us know that we were taking orders. We took two orders away from the Marketplace. Since the Marketplace we have had five additional orders. We were able to be profitable with our product. Our profit margin was 65% not including our work.

What we enjoyed most about TREP\$ was working together and seeing all of the great ideas we came up with. TREP\$ is a great after school program. The workshops were very helpful and the local business people who came in were inspiring. Overall we thought that TREP\$ was awesome!! We decided to keep K&C Crafts going. We now have e-mail and a Facebook page; kandccrafts@yahoo.com , [facebook/K&C Crafts](https://www.facebook.com/K&C-Crafts). We think our business is off to a great start.

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Hi! My name is Anna Greene and I own my own business. This year for the first time, my school offered TREP\$- an after-school program that teaches kids how to start businesses. I started a business called Coop Gum. The reason I called my business Coop Gum is because I live in Cooperstown, NY. For the TREP\$ Marketplace, I sold chewing gum, available in 7 different flavors: Honeydew Melon, Tropical Splash, Huckleberry, Orange Cream, Strawberry, Spearmint, and Peppermint.



I got the idea of making gum from a book I read. When I first started TREP\$ I had no idea how gum was made- I did some research, and after a couple days of making gum all evening I had memorized the recipe!

A few days before the marketplace while making my product I realized my math was wrong. I was short 300 pieces of gum! This resulted in me having to raise the price, and I was nervous that no one would buy it at the higher price. Thankfully, it turned out fine. People were happy to pay my price at the marketplace; some even said it was a “deal”. I ended up making a fair profit.

My favorite part of the whole TREP\$ experience was selling my product; it was so fun to stand there and greet my customers. People really liked all the different flavor options- and wanted to try them all. I also really enjoyed looking at all the other products kids had come up with. I’m sure I will do TREP\$ again next year. □



TREP\$