

8/20/2019


1A

Santa Clara Children's Business Fair

Mikhil Kiran

6th grade student and resident of Santa Clara



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How it all started

- Last year, My 5th grade friends and I started a kid's soap business
 - We took our soap business to a business fair in Burlingame, CA
 - We won the first prize!!
- But Burlingame is so far away from here
 - Many of my friends couldn't come to the fair
 - So, on the drive back home...



POST MEETING MATERIAL

Had no prior experience!

Around 4 months spent in

- Planning
- Getting city permits
- Fund Raising..
- Marketing
- Running Event

My parents guided me about what to do....

But made me do the work!

- I made a video for fundraising
- I made flyers to invite sponsors and applicants
- I asked Rivermark shops/businesses for money
- I went door-to-door in my neighborhood, library, park, ...



<https://www.youtube.com/watch?v=uQ6Rur8BDu8>

My Fundraising Video



The first sponsorship check!

Largest entrepreneurship event for kids in North America!
Businesses created and launched entirely by children!
One-day fairs around the world - now coming to Santa Clara!




Sun, October 14, 2018
11:00AM - 2:00PM

Live Oak Park (Bloomington)
641 Memorial Way




My Flyers

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A **BIG THANK YOU** to Ms. Kathy Watanabe for her invaluable help!

- Introduction to city officials
- Help with getting park permits
- Advice on how to raise funds
- Promoting the event
- etc.

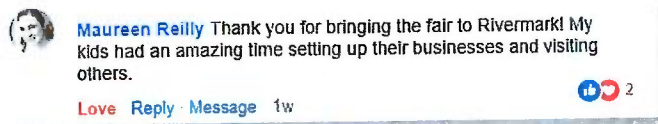
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2018 Event Summary

- Held on Sunday Oct 14, 11AM-2PM
- In Rivermark, Santa Clara
- Booths SOLD OUT! - 42 kid businesses
- Waitlist of 60 more applications
- Partial Sponsorship from local businesses
- Hundreds of visitors from community
- Judges: Sand Hill Angels, Harker DECA
- Awards Ceremony: Kathy Watanabe, Vice-Mayor



People Loved it!



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Coverage by School Newspaper



Coverage by Santa Clara WEEKLY Newspaper

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The 2nd Annual
Santa Clara Children's Business Fair




Oct 12, 2019, 11AM – 2PM
Live Oak Park, Santa Clara, CA




Now, our mission is:

Discover, Promote & Inspire young entrepreneurs

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Our Wish List for 2019	Current Status
City Grant Support	Applied & Received, Thank you!! ♥ Result: More time spent focusing on organizing the event
More Booths	Fair expanded to 60 booths Result: More opportunities for the community
Food Trucks	Got city permit to have food trucks during the event Makes the fair even more family friendly!
Coaching Session for Participants	Expanded Pre-event orientation session Planned
Inclusion of Food & Beverage categories	We need the City's help on this!

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We Santa Clara

Thank you City of Santa Clara for your amazing support!