



# Girls Launch Summer Program 2021

## Daily Schedule

Each day will be similar to GITSL enrichment clubs in that we will rotate activities throughout our time together. Here's an example of a daily schedule:

9:00 - 9:15 Greeting & Check in, announcements, topic of the day

9:15 - 9:30 Group warm up

9:30-10:00 Topic explanation & journal activities

10:00 - 10:15 Group Discussion

10:15 - 10:30 Quick snack & walking break

10:30 - 11:00 Individual Maker Time (business idea development - visual aid)

11:00 -11:45 Group Activities (craft products)

11:45 - 12:30 Lunch Social – Bring your own food.

## Topics of the Day

Day 1 – **Ideation:** idea generation – passions, interests, strengths & values

Day 2 – **Customer Profiling;** ideal customers, how to reach them

Day 3 – **Product or Service & Pricing;** to make money you have to spend money – supply chain

Day 4 – **Marketing;** what you will communicate, how you will communicate, best communication channels

Day 5 - **Bringing it All Together;** Community Non-Profit donation share announced & prepare for the Girls Launch Market Place.\*

\* Guests will view your business idea portfolio and select products made by the week's cohort of girls on a donation basis.

**What You Need to Bring Each Day**

- Water bottle
- 1 snack
- 1 lunch
- Applied sunscreen
- Hat if desired
- Comfortable clothes – we will move and be outside, dress accordingly
- A can-do attitude!

All other supplies provided onsite at the program. Girl's will have a supply kit that will come home on the last day. Products made during the week will also include one of each for your girl to bring home!