

Biz Kid\$



- ▶ Correlated to National Financial Literacy, Personal Finance and Entrepreneurship Standards.
- ▶ Winner of National Emmy Award
- ▶ Nominated for 7 National Emmy Awards
- ▶ Winner of Silver Telly Award - Winner Herb Wegner Award for Outstanding Program
- ▶ Winner of Environmental Media Award for Outstanding Children's Television Series

From the producers of BILL NYE, THE SCIENCE GUY comes **Biz Kid\$**, the fun, fast-paced series where kids teach kids about credit, saving, budgeting, investing money and business. Whether a handbag designer, podcast host, or a dog groomer, the young business owners on the series inspire viewers to turn their passions into profit. Comedy sketches and spoofs make the series a hit with kids and parents alike. Programs are also available separately.

#14560/0697 26 Programs 2010 to 2012

1 – What Is a Biz Kid?

You'll learn that anybody can be a Biz Kid with effort and the right attitude. Biz Kids identify a need, make a plan, and take action. Join us and you'll meet a skateboard designer, a rap music producer, a boy who started a rock-a-thon to raise money for hospital rocking chairs, and more. You'll also discover the entrepreneur who built a wildly successful garden products business on worm poop! Successful Biz Kids!

2 – What Is Money?

The Biz Kids say: "Show me the money!" Join us and you'll take a grand tour through the history of money from the days of bartering, through the first coins and currency, all the way to the electronic transfers of today. Watch as the Biz Kids put on cowboy boots and get a crash course in the art of negotiation and exchange at a high-energy cattle auction.

3 – How Do You Get Money?

Join us and you'll explore many ways to make money. Follow a Biz Kid on a job hunt—reviewing help wanted ads, filling out the application, and going through the interview. Hear from business celebrities, including Amazon.com founder Jeff Bezos, as they talk about their very first jobs. The Biz Kids also look at the many ways kids get and use allowances. Meet a young person whose love of animals turned into a profitable dog-walking business.

4 – What Can You Do with Money?

Decisions, decisions! Join the Biz Kids and you'll ponder the merits of spending, saving, donating, and investing money. Visit the New York Stock Exchange, get tips from the author of Not Buying It, and learn to avoid compulsive shopping. You can also learn how to create a financial diary and track spending. Meet an ambitious teen who opened a candy store at age 15 and, in the process, fulfilled a dream and revived an ailing business district in her small town.

5 – Money Moves

When money moves between individuals or groups it is called a transaction. Join the Biz Kids and you'll follow a single dollar bill as it moves from a depositor's hand across the counter, down to the

vault, over to the Federal Reserve, and finally out to a project the bank is financing. Visit the branch of a real credit union inside a high school where the students are the tellers. Watch the ebb and flow of money as the kids examine the concepts of supply and demand. Meet a young man who began collecting books to read to his grandmother and soon found himself as the head of a national book business.

6 – Taking Charge of Your Financial Future

Join the Biz Kids as they figure out where they want to be financially and make plans on how to get there. You can work on your plans and meet some new kid entrepreneurs, too. Follow along as a Biz Kid sets up his first savings account. We also look at an innovative program that rescues street kids and gets them back into education and business.

7 – A Biz: What Is It?

You'll see that a successful business supplies goods or services and makes profit when it earns more money than it spends. Meet the junior high school boy who makes healthy dog biscuits, the high school twins with a cake decorating company, and the college student seeking investors for his successful corporation.

8 – How to Succeed in Biz-Ness by Really Trying!

A business can be anything from babysitting to owning vending machines. You'll discover the three key steps to success: identifying a need, making a plan to fill a need, and taking action. Join us as we meet the prep school boy whose new take on the old school tie caused a sensation. We also meet the young founder of Logan magazine.

9 – Cash and Credit

You'll learn about the power and pitfalls of credit, which is essentially using someone else's money temporarily (for a price). Meet a young entrepreneur who used credit to start a successful bath salts business and another who launched a successful design firm. And, as a cautionary tale, we talk to a young woman who had fun buying with credit until she found herself in bankruptcy.

10 – How to Achieve Your Financial Goals

Join us and you'll learn to track your expenses, get control of your spending, and invest what's left over to reach your financial goals. You'll see the importance of starting young, while time is on your side. And, of course, meet some high school entrepreneurs.

11 – Don't Blow Your Dough

Biz Kids Beware. Protect the money you already have by putting it in a safe place. Beware of scams and schemers. You'll discover ways to avoid the growing problem of identity theft. Meet with Washington State's Attorney General Rob McKenna and the Better Business Bureau. You'll also see young people who did blow their dough, and find out what that experience has taught them.

12 – Introducing Entrepreneurs

You'll discover an entrepreneur is someone who sees a financial opportunity and acts upon it. Learn the stories behind the Frisbee, the Slinky, and blue jeans. Meet an entrepreneur who started a lemonade stand to raise money for playground equipment, then grew so successful she was able to make over an entire park.

13 – The Biz Kids Challenge

Learn the world of marketing through the "Project Lemonade Challenge." Two teams, two identical lemonade stands. It's up to the kids to decide the price and promotion strategy to sell the most product.. The proceeds go to their favorite charities. You'll see the preparation and the results when they are critiqued by marketing guru Scott Bedbury, the force behind Nike's slogan "Just do it."

14 – How to Be a Smart Consumer

Get the most for your money. Join the Biz Kids and you'll explore smart shopping strategies. Learn how to avoid common pitfalls and traps set by savvy marketers and high-pressure salesmen. Meet some smart consumers and successful entrepreneurs.

15 – Using Your Credit—Crazy or Compelling?

Don't live on borrowed time. Join the Biz Kids and you'll see the true cost of purchasing with credit. You'll also have an unsettling look at credit scores and the increasing number of people and places (employers, insurers, colleges, etc.) who are using these scores to make major decisions that could affect your future. Meet entrepreneurs who have successfully navigated credit pitfalls.

16 – Budgeting Basics

The Biz Kids learn the first rule of money management: you can't manage what you don't know. Join the kids and you'll look at spending and expenses and examine several proven methods on how to gain control of both. With real examples of course!

17 – Understanding Business Ethics

Do the right thing! You'll learn with the Biz Kids as they examine several aspects of ethics in business. You'll also see the downside of not following ethical business practices. In this episode you will discover what it means for management to lead by example, and how employees must take responsibility for their behavior. Meet several entrepreneurs who are successful on all levels.

18 – Saving and Investing for Your Future

You'll learn along with the Biz Kids about the powerful potential of starting a savings plan early in life. You'll also discover various savings and investing options available to young people. Meet individuals who are successful at saving and at their businesses.

19 – A Closer Look at Careers

When is a job more than a job? The Biz Kids look at what it takes to find your true calling. You'll learn ways to start exploring careers. The kids talk to several celebrities and find out how they got their start and how they keep achieving their dreams.

20 – The Global Economy

Around the world! Join us and you'll follow the flow of imports and exports that make up the interconnected world economy. You will discover who makes the many things we use every day that come from all over the world. You'll also see how several entrepreneurs have made a success of their businesses, despite the pressures of the world economy.

21 – Bulls, Bears, and Financial Markets

Kids and bulls and bears, oh my! The Biz Kids examine stocks, bonds, commodities, and the markets where each of them are traded. You will discover various ways young people can get involved with the transactions, aim for profit, and avoid risk. Meet some successful entrepreneurs along the way.

22 – Sell, Sell, Sell (The Science of Sales)

All sales final. Join the Biz Kids in sales training as they explore philosophy and sales techniques. Discover the traits common to all good salespeople. You'll meet several entrepreneurs who demonstrate superior sales skills!

23 – Understanding Income and Expenses

Go with the cash flow. The Biz Kids watch the ebb and flow of income and expenses. Join them and you'll learn proven methods for getting expenses under control while growing income with new ideas, smarter work habits, and innovation. Meet some entrepreneurs who have seen success with cash flow and more!

24 – Building and Growing a Business

From start-up on up! Follow the Biz Kids as they learn the necessary steps for organizing, staffing, training, and building a new business. You will see how effective communication increases morale and makes the business grow. As always, you'll meet some individuals who have successfully built their businesses.

25 – Understanding Your Paycheck

What's on your stub, bub? The Biz Kids use a modern American pay stub to explore various social movements of the last century. From unions to social security and from workman's compensation to the 401(k) plans of today—it's all there on the stub. Plus, you'll meet entrepreneurs and explore how they started their businesses.

26 – Social Entrepreneurs

Join the Biz Kids and you'll meet social visionaries who use the same tools as profit-oriented entrepreneurs. Yet instead of building companies and large profits, these people create thriving organizations and powerful movements for social change.



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