

Family Activities

- Identify some of your favorite products. Research to find out who the inventors were behind those products.
- Manny loved to save his money. Billy says his parents were putting his money in a college savings plan. As a family, think of ways you could save for special goals.
- Gather bags of “happy trash” (recyclable items) and give them to each family member or teams. Challenge them to create a prototype for the market that would solve a problem. Name the product. Identify the target market.
- Create videos pitching an idea to send Billy about the next best invention.
- Billy said the All Ball is the only ball you will ever need. Watch commercials and look at ads. Identify products in the marketplace and their claim or tag line.



Check out resources for students, families, and educators at www.economicsarkansas.org.

Who is Billy Sure?

Billy Sure is a twelve-year-old inventor and CEO of Sure Things, Inc. He created the All Ball, a ball that turns into different sports balls with a push of a remote control button.

Billy is hosting an online contest for other kid inventors to share their inventions. The winning student will have his or her product produced by his company for the marketplace.

Why Teach Entrepreneurship?

Entrepreneurship education benefits students from all socioeconomic backgrounds because it teaches them to think outside the box and nurtures unconventional talents and skills.

Furthermore, it creates opportunity, ensures social justice, and stimulates the economy.

Source: *Entrepreneur.com*

The Case for Financial Literacy

- 44% of Americans do not have enough cash to cover a \$400 emergency.
- 43% of student loan borrowers are not making payments.
- 38% of U.S. households have credit card debt.
- 33% of American adults have \$0 saved for retirement.

Source: *Forbes.com*

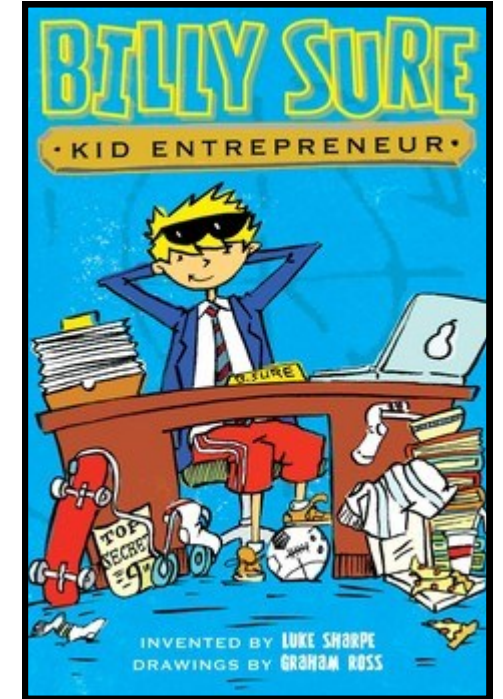
What is Arkansas Financial Literacy Project?

This is a program designed to create a shared reading experience throughout a school or district at the elementary level.

Every student in the district receives a book with a family resource guide. The goal is to create a culture of family reading.



Billy Sure Kid Entrepreneur



2-3 Family Guide

Discussion Questions

Chapter 1: Backstage at Better Than Sleeping!

- In chapter 1 Billy describes himself as a kid entrepreneur, inventor, and CEO. How are those titles similar and different?
- How is being featured on the show a great marketing opportunity for Sure Things, Inc.?
- Manny suggests maybe Dustin could do an endorsement for the All Ball. What does that mean?

Chapter 2: Catch!

- Describe the large and small All Ball. What problem does the All Ball solve for consumers? Who are competitors of the All Ball?
- Billy says the ball-morphing technology is patented, proprietary and top secret. Why?
- What do you think is the best invention ever?

Chapter 3: Seventh Grade Begins

- When asked what he is doing with his money, Billy says he is putting his money in a bank account for college. What do you do with money you earn or receive as gifts?
- Most of the profit of Sure Things, Inc. went back into the company. Why?
- People in the cafeteria argue whether \$1,000 would fit in Billy's wallet. Think of two ways to make \$1,000. Would these combinations fit in a wallet? Explain.

Chapter 4: The Office

- Billy says Manny hardly ever spends money. What would people say about you? Do you save or spend your money?
- If you could create a flavor for Billy's state-of-the-art soda machine, what would it be and why?
- What is a blueprint? Why does Billy not want his blueprints hanging on the wall in his bedroom?

Chapter 5: The Flying Phone

- What is the first thing Billy considers when inventing a product? What is the second thing?
- Do you think there will be a demand for the flying phone in the marketplace? Why or why not?
- Which idea do you like best of the ideas mentioned on page 61? Why?

Chapter 6: The Next Big Thing

- Manny says "sales figures look good" on page 69. What does this mean?
- Billy keeps getting loan requests. What would make Billy think he should loan you money?
- What is the danger in making only 1 product?

Chapter 7: Motor Beds and Super Sleds

- How did Billy's sister Emily get involved in Sure Things, Inc.? How is her service valuable?
- Pretend you are filming a video to send to Billy, Manny and Emily. Explain what you think the next big thing should be.
- Would you want a Sibling Silencer? Why or why not?
- What is the value of creating a prototype?

Chapter 8: The Inventor Who Became a Zombie

- Billy is facing a scarcity problem in Chapter 8. He doesn't have enough time to do all the things he wants to do. Give an example of a scarcity problem you have.
- What confession does Billy make at the end of the chapter? Do you think that is a good decision to confess? Why or why not?

Chapter 9: Manny with a Plan

- What plan does Manny create to help solve the blueprint mystery?

Chapter 10: An Antithief in the Night

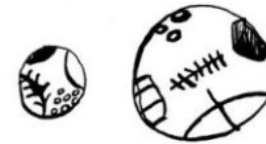
- Would Manny be a target customer for the Sibling Silencer? Why or why not?
- How did Manny know who really left the blueprints before everyone else?

Chapter 11: The Antithief Revealed

- Who left the blueprints for the Sibling Silencer?
- How could that person have created the blueprints and not realize it?
- How did Manny and Billy promote and market the new invention?

Chapter 12: Success!

- What proves that the Sibling Silencer is a success?
- Why is Billy shocked at the end of the book?
- What was your favorite part of the book? Why?



The only ball you'll ever need.

Words to Know

Advertisement: something presented to the public to help sell a product, like a commercial

Bank Account: an arrangement with a bank where one may deposit or withdraw money and sometimes earn interest

Blueprint: a design plan or model

Buyers: people who pay money in exchange for goods, services, or resources

CEO: Chief Executive Officer

CFO: Chief Financial Officer

Competition: occurs when there are many sellers of

Demand: the quantities of an item buyers would be willing and able to buy at different prices

Endorsement: giving one's approval or support to someone or something

Entrepreneur: a person who takes the risk of starting or expanding a business

Expenditures: money spent to buy goods and services

Fraud: intentional and deliberate misrepresentation of information in violation of laws and regulations

Human capital: the knowledge and skills that people obtain through education, experience, and training

Invention: a new good or service in the marketplace

Loan: a sum of money provided temporarily on the condition that the amount borrowed will be repaid, usually with interest

Manufacture: to make or process goods using industrial machines

Market: anywhere or any way buyers and sellers make exchanges

Patent: a license that gives the inventor of a new product the exclusive right to sell it for a specific period of time

Profit: a business's revenue minus its cost of production

Prototype: a first model of something from which other forms can be copied

Risk: the chance entrepreneurs take that a business will not be successful

Saving: setting aside money to buy goods and services in the future

Scarcity: happens because people cannot have all the goods and services they want

Supply: the quantities of an item sellers would be willing and able to sell at different prices

Target Audience: the intended group of people at which advertising is aimed

Trademark: a brand name