

Behind the Book empowers the next generation of readers and writers by nurturing critical thinking, creativity, and self-confidence in our students!

WWW.BEHINDTHEBOOK.ORG



THE GIFTED ENTREPRENEURS OF HARLEM

By The Brilliant Brains
of Class 5-220
at PS-197 John B Russwurm



THE GIFTED
ENTREPRENEURS
OF HARLEM

By The Brilliant Brains
of Class 5-220

BEHIND THE BOOK • NEW YORK

We inspire New York City public school students to love reading by bringing accomplished authors and their books into classrooms and creating rich, innovative literacy programs. Our programs take place in underserved Pre-K - 12 public schools, are part of the class curriculum and meet the Common Core Learning Standards.

Visit us at www.behindthebook.org

© 2020 Behind the Book

Behind the Book • 216 West 135th Street • New York, NY 10030

Visiting Author: Ty Allan Jackson

Teacher: Ms. Fluit

Principal: Ms. Spann

Program Liaison: Ms. Lockhart

Volunteers:

Fariyah Amatullah

Cameca Bacchus

Sha'tina Dockery

Jessie Garretson

Andrea Glickson

Zach Goldstein

Shahael Myrthil

Nomi Schwartz



Program Coordinator: Keturah Abdullah

Teaching Artist: Barbara Coccioletti

Art Director: Nina Dunhill

Book Designer: Kristyn Kalnes

Printing: BR Printers; coordinated by Kathleen McCourt and Lauren Parrott

Special Thanks:

Natalie Baker-Waterman and Sheldon Forbes of TD Bank for hosting our trip!

In the interest of honoring student voice, Behind the Book presents students' work as received from the teacher.

This book was made possible by a generous grant from The Korein Foundation.

We would like to dedicate this book to the people who believe in our uniqueness. Thank you for making sure we never forget our importance in the world. Ms. Fluit, Ms. Wommack and Mr. D. we thank each one of you for believing and pushing us to achieve greatness. Thanks to Ty Allan Jackson for helping us make our own dreams of being a BOSS come alive. Thank you Ms. Keturah for finding a great author and coming into our class every week to work with us. We are also sending a shout out to TD Bank of Harlem, specifically Ms. Baker-Waterman and Mr. Forbes, for showing us how a bank functions. We are grateful for our friends and family who never give up on us! We truly appreciate your unconditional love.

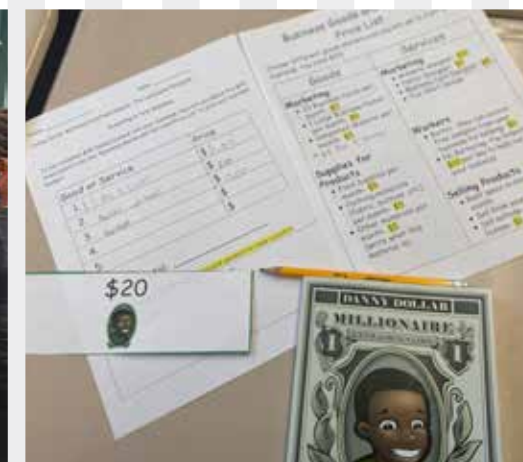
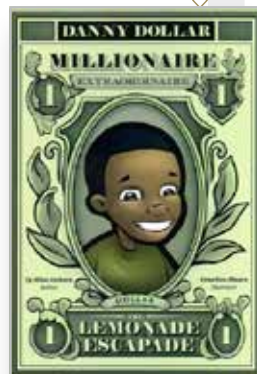
ABOUT THE PROGRAM

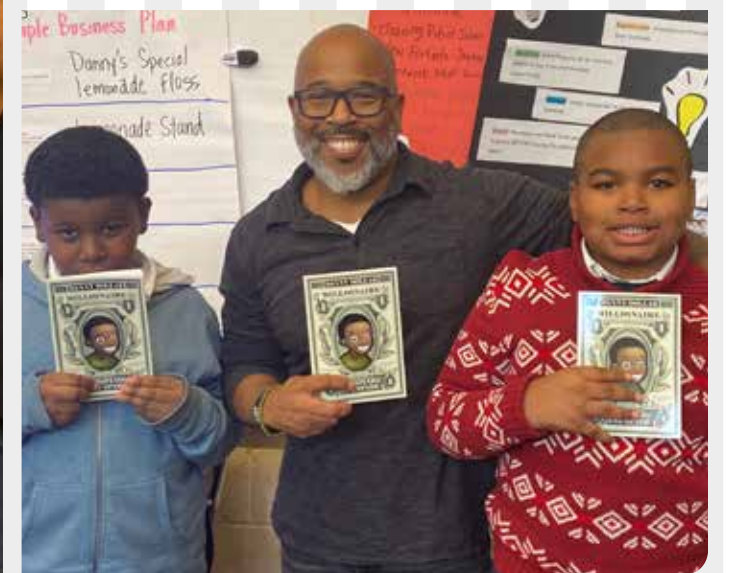
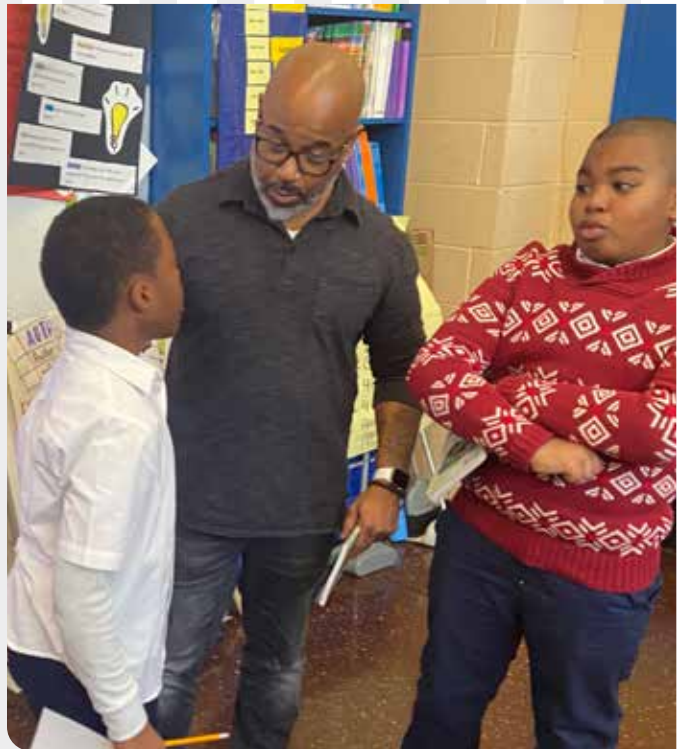
Creativity and business savvy collided in Ms. Fluit's 5th grade class. The students explored entrepreneurship by learning about business plans, profits, and savings. They were introduced to the world of business by reading *Danny Dollar Millionaire Extraordinaire: The Lemonade Escapade* by Ty Allan Jackson. Ty visited the class and shared his background as a writer and an entrepreneur. He talked about the importance of manifesting goals and having a clear vision, using vision boards as a tool. Ty then helped the class create their own vision boards. During his second visit, the author spoke about the process of starting a business and the differences between providing goods and services. Students used special charts to brainstorm various goods and services that they might want to provide as entrepreneurs.

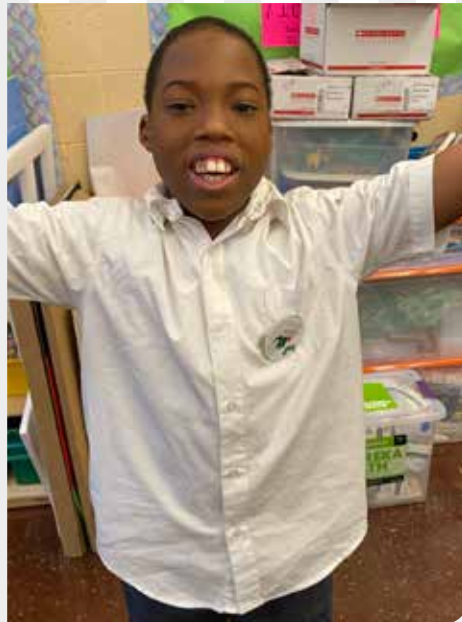
Behind the Book writing coaches came to work with the class to help focus their business ideas. Coaches supported students in writing business plans, picking names for their companies, and forming start-up budgets. In a second writing workshop, coaches assisted students in creating short, compelling pitches to market the most promising features of their companies.

The class had a valuable opportunity to see an actual business up close on their field trip to TD Bank in Harlem. There they met the branch associates, Mrs. Baker-Waterman and Mr. Forbes, who spoke about the importance of establishing a bank account and accruing savings. Students were able to tour the bank, see the different types of jobs people have there, and visit the vault.

Back in the classroom, Behind the Book teaching artist, Barbara Coccioletti, helped students design creative buttons to advertise their businesses. You can see all of their hard work on these pages. We hope you enjoy them!







CONTENTS

Alan	2-3
Jabari	4-5
Jason	6-7
LeQuan	8-9
Loyal	10-11
Dwayne	12-13
Emmanuel	14-15
Yakira	16-17
Jayden	18-19
TaAisha	20-21
Matthew	22-23
Cashmiere	24-25
Princetin	26-27
About the Visiting Author	29
About the Student Authors	29
About Behind the Book	30
Common Core Learning Standards	31

ALAN

“City Kids Basketball”



BUSINESS PITCH:

Hi, my name is Alan. I am ten years old and I live in Manhattan. My business is called *City Kids Basketball*. I teach kids how to handle, shoot, improve your entire basketball game. I will teach all ages how to get their basketball game on and off the court. I want to help kids get ready for the leagues, high school, college and PRO BASKETBALL. I will have many events to get kids involved to help balling skills. Depending on how much your parents make the prices will change. I want to give kids like me who's mom doesn't have a lot of money the chance to get into a PRO League. My dad used to take me to a lot of different basketball leagues. I want to make sure kids who don't have the money can be part of my program. We can do a lot of the training outside, if it is not cold.

Ms. Fluit said that I can cut cost by renting out gym in school. I will ask Ms. Spann to rent the gym at 197. If I let kids from 197 come free, I hope Ms. Spann won't charge me much for the gym. Kids parents that can pay, I will charge them for each session that they book with me. The contracts will start at \$25.00 for every 10 sessions that you book. The more sessions that you buy the cheaper it will cost. I can make \$250.00 for each ten sessions. I think it cost for the gym at 197 is about \$100.00 for two hours. That's cheap!

BUSINESS PITCH:

Hi my name is Jabari. I'm 11 years old and I live in Harlem, New York. My Business is called *Jabari's Clothes Line*. I will sell clothes to baby, adults and even your pets. So if you all want to look alike you can buy directly from me. I want to have stores in Harlem. I will invest \$100.00 to \$200.00 to make a profit of \$500.

JABARI

"Jabari's Clothes Line"



JASON

“Jason’s Mixed Martial Arts Academy”



BUSINESS PITCH:

Hi, my name is Jason and I'm 10 years old. I live in the Bronx. The name of my business is *Jason's Mixed Martial Arts Academy*. My company will specialize in all types of fighting to prepare you for MMA League, National Boxing League, and karate tournaments. I will have experienced trainers working with all ages to improve your fighting game. I hope to have my own business, but I know that will be expensive. So I have decided to work at the local Recreational Center. The people have to pay a fee directly to the recreational center. This will help me to get my name and business out. Of course I will offer on-line services. The on-line services will help me earn additional income to start saving to purchase my own building. The on-line website can allow me to reach people all over the world. More Money, More Money and yet More Money.

BUSINESS PITCH:

Hi my name is LeQuan. I'm ten years old and I live in the Bronx. My business is called, *Eley is Coming to Sell You a House*. The houses I sell are for people. I sell houses online. I will also come out to personally meet you to see you the home of your dreams. I have invested \$200,000 in to my business per house. I will charge a great cost to customers if I sell you a home. My goal is to sell more than 2 houses per week around the world.

LEQUAN

“Eley is Coming to Sell You a House”



LOYAL

“Loyal’s Tech Store”



BUSINESS PITCH:

Hi, my name is Loyal. I’m ten years old and I’m live in Harlem. My business is called *Loyal’s Tech Store*. I will fix computers at my store. I will also repair and upgrade computers. My website will be *LoyalsComputers.com*. People will be able to contact me at my website. If I can, I will be able to assess your computer from mine to help fix computers on-line. I will also come to your home to fix your computer for more money. I will also give lessons of how to work the many different programs on your computer. I can also help you make your own website. The cost for fixing your computer will be different prices. I don’t know what your computer may need. For me to look at your computer and tell you the problems will be a charge of \$100.00. When I finish looking at your computer. I can tell you if you will have to pay more money if the problem is bad. To come to your house is more money because I have to travel to you. On-line services will be \$80.00 for easy fix. I will have to spend money if I owe my own shop. I will probably start with on-line services or home services so I can make money to get a building for my company. Hope you like my business.

BUSINESS PITCH:

Hi, my name is Dwayne. I'm 11 years old and I live in Harlem. My business is called *Dwayne's Construction Site*. I will make the Best Water Parks. I will sell tickets, and the best foods along with snacks. The cost of the park will be about one million dollars. I will have to pay for maintenance, upkeep, employees, insurance, cost for foods and probably much more. I will be charging for tickets, food, clothing that we will sell. The cost of the food will be from \$3-\$20. The cost of the tickets will be from \$50 per person and \$180 per family of four. I hope that I will make my money back.

DWAYNE

"Dwayne's Construction Site"



EMMANUEL

“Adopt & Care”



BUSINESS PITCH:

Hi my name is Emmanuel. I'm ten years old and I live in Harlem, New York. My business is called *Adopt & Care*. I will take care of animals that people don't want any more. I will take care of all breeds of animals. The price people will pay for buying an animal from me will be different for each animal. If the animal I am taking off is very sick. This animal that you adopt will cost a little bit more. I would want his new owner to get an animal that is healthy. I will also be charging a fee because I have to feed the animals and care for them. I know that you can adopt an animal from ASAP for free, but I want to offer you more than just any pet. I want my clients to see that I don't just care for the animals, I love them. I will provide a safe and clean environment for your new pet. Your pet will have all the shots that are needed before you purchase your pet. I will groom them and you can bring your pet back to me for continued grooming. I will even come to your home for grooming services. Since I know your pet so well when you need to go out of town or need walking service my company will be there for you. You are now part of a village that is ready to raise the family.

The cost for my business will be about \$500.00 per month. I hope that with each animal I sell I will be able to cover the \$500.00. If you are not able to buy an animal, but you are only able to adopt. I can work out a bartering service. Maybe you can help me with taking care of the animals. It is a small commitment for a new best friend.

BUSINESS PITCH:

Hi, my name is Yakira. I'm 10 years old and I live in Manhattan. My business is called *Kira's Dance POW!* I will promote my business on line. I promote my business inside my home that has a large room. This is done to cut the cost or paying higher rents to another landlord. I will invest \$500.00 for monthly rent. I will charge \$10.00 per person per hour. I will have 5 classes with no more than ten people per class. If ten people show up that is a profit of \$100 per lesson. Five lessons with ten people per class with give me a profit of \$500.00 per week. For the month my income should be \$2000.00 minus \$500.00 rent. This will give me a profit of \$1,500.00 per month.

YAKIRA

“Kira’s Dance POW!”



JAYDEN

“Jayden’s Fortnite Games”



BUSINESS PITCH:

Hi, my name is Jayden and I'm 10 years old. I live in Harlem, Manhattan. My business is called *Jayden's FortNite Games*. I will sell video games. I want to sell the video games outside. I have invested \$20.00. If I sell 10 video games to people. I plan to have a profit of \$210.00 and a net profit of \$190.00. I hope that you will support by business.

BUSINESS PITCH:

Hi, my name is TaAisha. I'm 10 years old and I live in Harlem, New York. My business is called *Uptown NBA Store*. I have invested 20 dollars. I will sell 10 shirts for \$10.00. I can make a profit of \$80.00

TAAISHA

“Uptown NBA Store”



MATTHEW

“Y.E.E.T.”



BUSINESS PITCH:

Hi, my name is Matthew and I'm 12 years old. I live in Harlem, New York. The name of my business is Y.E.E.T. that stands for 'Your Excellent Experience Trainer'. My company specializes in teaching all ages how to be better in all sports. We will help improve your throwing game in basketball, baseball, football and any sport that requires you to strengthen your arms. We even can improve your playing game in soccer, hockey, tennis, golf, weight training, boxing and other sports that you play. We are here to make your sporting experience the best. My business will be on-line. We have licensed trainers all over the world.

Each experienced trainer just has to submit their profile to my on-line company for a small fee of \$10.00 for each lesson that the trainer provides to their client. Each trainer has to sign a contract for posting their profile to my website/app. My cost will be \$50.00 for monthly internet service. I hope my net profit will turn into millions from all services being provided on-line.

BUSINESS PITCH:

Hi, my name is Cashmiere and I'm ten years old. I live in the Bronx. My business is called *CASH Sneakers*. I sell the world's best sneakers. I will reinvent your sneakers by also creating a one of a kind sneaker design. I will do all the paint designs and sewing that you want on your sneakers. All you have to do is take a pic of the design you want on your sneaker. You can purchase your own sneaker, ship it to me or you can purchase sneakers from me and I'll hook you up. Now you know that if you send me your own sneaker the price will be a little cheaper. Like depending on the design you want on your sneaker it can cost \$80-\$200. If you buy the sneaker from me, then I have to design it, you know that will cost you more. The price of my sneakers have different prices. They start at \$100 and up depending on what you want. My business will be on-line right from my house. My net profit can be \$750-\$1000.00 depending on what you want. I don't want to spend too much on buying the sneaker. Like I want to send about \$50.00 on each pair of sneakers.

CASHMIERE

“CASH Sneakers”



PRINCETIN

“Princetin’s Boxing Class”



BUSINESS PITCH:

Hi, my name is Princetin and I'm 10 years old. I live in the Bronx. The name of my business is *Princetin's Boxing Class*. I will teach boxing skills to adults and kids. The cost for me to teach boxing is \$50.00 for each person per hour. I will also teach on-line boxing for \$40.00 per hour per person. People can go on my on-line website and log into my website to join the boxing class. I want to own my building for my business to put all my equipment inside. The building will cost me a lot, so I have to get money from the on-line classes to get a building. I can make a lot of money but I'm not sure how much. I hope you like my business.



ABOUT THE VISITING AUTHOR

Ty Allan Jackson is an award-winning children's book author, literacy advocate, and captivating motivational speaker. In 2011 he founded Big Head Books, LLC, a literacy organization that aims to introduce children to the joys of reading. Ty travels around the country inspiring children and educating adults about the impacts of illiteracy. A three-time TedX presenter, Ty believes that literacy is the foundation for a successful life and promotes it with humor and enthusiasm. Ty's work as an author and literacy advocate earned him the Massachusetts inaugural Martin Luther King Jr. Content of Character Award, as well as citations from the Massachusetts Governor, Senator, and the House of Representatives. Ty's books have been featured on CNN, NBC Nightly News, The Steve Harvey Show, PBS, and countless other media outlets. In 2012, Ty's books were gifted to former First Lady Michelle Obama by his hometown mayor. He is the co-founder of the Read or Else movement and Danny Dollar Academy.

ABOUT THE STUDENT AUTHORS

Class 5-220 is a class with distinct hustle and flow. We are creative entrepreneurs on the rise, learning how to use our talents, skills, and creative gifts to make a difference in the world. We have learned that collectively, we can achieve so much. We are always lifting our team up because we know that if we band together we will never fall. We always try our best to make ourselves better, and although we learn differently, we will never give up!

ABOUT BEHIND THE BOOK

Behind the Book creates intensive learning and empowering experiences for New York City public school students. Working with classes from Pre-K through the 12th grade, Behind the Book brings authors and their books into individual classrooms to build literacy skills and create a community of lifelong readers and writers. Each of a series of workshops is designed to bring books to life to inspire and engage the students. Behind the Book programs are part of the class curriculum and meet the Common Core Learning Standards.

COMMON CORE LEARNING STANDARDS

CCSS.ELA-LITERACY.RL.5.1

Quote accurately from a text when explaining what the text says explicitly and when drawing inferences from the text.

CCSS.ELA-LITERACY.RF.5.3

Know and apply grade-level phonics and word analysis skills in decoding words.

CCSS.ELA-LITERACY.W.5.2

Write informative/explanatory texts to examine a topic and convey ideas and information clearly.

CCSS.ELA-LITERACY.SL.5.1

Engage effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grade 5 topics and texts, building on others' ideas and expressing their own clearly.

