



BEARS' LAIR **DreamCamps**

*Entrepreneurship & Business Development
Camps for Indigenous Youth ages 11-18.*



BEARS' LAIR

ENTREPRENEURIAL DREAM CAMPS FOR INDIGENOUS YOUTH

3-DAY DREAM CAMP EXPERIENCE FOR YOUTH

Dream Camps are innovative, culturally-relevant programs where Indigenous youth learn about the fundamentals of owning and operating a business.

The Bears' Lair team provides mentorship and coaching over 3 fun filled days culminating in team business pitches to the entire community.

Youth develop friendships and valuable insight as they learn how to turn their business ideas into reality!

Participating youth receive:

- Community & Sponsor Gifts
- Minimum \$100 Visa Gift Card
- A Bears' Lair Orange Shirt

One Youth Team will win \$250 EACH at the Community Celebration Event!

OUR VALUES

Promoting reconciliation through partnerships, opportunities, and initiatives.

Supporting Indigenous communities and businesses through local procurement.

Educating, & inspiring Indigenous youth through entrepreneurial and life skill building.

Building supportive relationships with communities and community leaders.

Providing opportunities for Indigenous people to create intergenerational wealth.



PROGRAM CURRICULUM

1 - Build a Brand

- Choose a type of business
- Create a name and motto to 'build your brand'
- Design a logo and determine your core values

2 - Target Market

- Create products / services to solve a problem
- Determine who buys your product / service?

3 - Marketing Strategy

- Decide how to advertise and reach customers
- Create a marketing plan

4 - Budget & Financial Plan

- Determine Start Up Costs
- Determine Operating Costs
- Decide how you will use any revenue for the future

5 - PITCH YOUR BUSINESS

(Using the business model developed in steps 1-4, youth will deliver a 5 minute filmed pitch that will be premiered at the community celebration event!)

The Spirit of Co-opetition

We encourage cooperation & collaboration in the spirit of healthy competition. We share positive feedback and ideas to support young people so that everyone benefits from a Dream Camp Experience.



WEEKEND CAMP SCHEDULE

DAY 1

5:00 PM DINNER & WELCOME

- Open Dream Camp with Traditional Welcome & Introductions
- Overview of Camp & Activities
- Create Teams with Coach/Mentors
- Tackle Team Challenge #1
- End of day check-in

8:30 PM CLASS ENDS



DAY 4 COMMUNITY CELEBRATION DINNER EVENT

5:00 PM DINNER & WELCOME

- Welcome & thank yous to Community Champions, Sponsors & Youth
- Watch Youth Team Pitch Videos
- Recognize winning teams & reward Youth for their achievements.

8:30 PM EVENT CLOSING

DAY 2 & 3

10:00 AM TO 10:30 AM BREAKFAST

10:30 AM MORNING SESSIONS BEGIN

- Activities and orientation
- Business Examples & Challenge #2

12:00 NOON - LUNCH

1:00 PM AFTERNOON SESSIONS BEGIN

- Team Challenge #3 & #4
- Develop start-up plans & assign roles
- Practice & filming of pitches

4:00 PM END OF CLASS EACH DAY

By Sunday afternoon, Youth will be ready to record their own Team Pitch Videos!





WEEKDAY CAMP SCHEDULE

DAY 1

9:30AM - 10AM BREAKFAST WELCOME

- Open Dream Camp with Traditional Welcome & Introductions
- Overview of Camp & Activities
- Create Teams with Coach/Mentors
- Tackle Team Challenge #1 & #2
- End of day check-in

4:00 PM CLASS ENDS



DAY 2 & 3

9:30 AM TO 10 AM BREAKFAST

- Activities and orientation
- Business Examples & Challenge #3 & #4
- Develop start-up plans & assign roles
- Practice & filming of pitches

4:00 PM CLASS ENDS

By the final afternoon, Youth will be ready to record their own Team Pitch Videos!

DAY 4 COMMUNITY CELEBRATION DINNER EVENT

5:00 PM DINNER & WELCOME

- Welcome & thank yous to Community Champions, Sponsors & Youth
- Watch Youth Team Pitch Videos
- Recognize winning teams & reward Youth for their achievements.

8:30 PM EVENT CLOSING

