

Faith in Fashion—Childlike | Lesson Plan

What is the relationship between procurement, product design, and brand ethos in creating a cohesive and marketable product?

Students will learn that successful entrepreneurs often capitalize on ideas that solve real-world problems and then continuously work to improve on them.

Learning Objectives:

- Define the key terms: procurement, product design, brand ethos, local production, and marketing strategy.
- Analyze the role of product design in developing a successful business.
- Evaluate the impact of procurement decisions on product quality and business operations.
- Examine how brand ethos can influence customer loyalty and business growth.

Key Vocabulary:

- **Procurement:** Purchasing the resources a business needs to operate.
- **Product Design:** Creating and refining a product from concept to final version.
- **Brand Ethos:** A brand's core values, beliefs, and message that guide its identity.
- **Sourcing:** Finding and selecting suppliers to provide the best goods or services for a business.
- **Marketing Strategy:** A plan for promoting products to reach a target audience.

Educational Standards: CCRA Anchor Standards: CCRA.R.7; CCRA.W.2, CCRA.W.4, CCRA.W.7

Academic Subjects: Entrepreneurship, American Values, Small Business

What You'll Need

- Video: *The Hustle: Faith in Fashion - Childlike* (Watch [Here](#))
- Worksheet: *The Hustle: Faith in Fashion - Childlike* (Click [Here](#))

Lesson Plan (45 mins.)

Warm-Up: (15 mins.)

1. Ask the students, "How do entrepreneurs come up with ideas for their businesses?" and "What role do values play in shaping a brand?" List ideas on the board.
2. Display the key vocabulary (procurement, product design, brand ethos, sourcing, marketing strategy) on the board. Ask students to brainstorm how each term relates to starting a business. Encourage brief discussions or pair shares.



3. Distribute "The Hustle: Faith in Fashion." Review instructions as a class. Instruct students to complete the "Venture Vocab" section while watching the video.
4. Watch the video.

Work-Out: (20 mins.)

1. After watching the video, ask follow-up questions to help students identify key elements in Cameron's entrepreneurial journey, such as:
 - How did Cameron's procurement decisions impact her business?
 - What role did product design play in shaping Childlike's success?
 - How did Cameron's brand ethos influence her decisions and marketing strategy?
2. Allow students to complete the worksheet individually or in small groups. Provide support and clarify any terms or concepts students may find challenging.

Wrap-Up: (10 mins.)

1. Review the student responses to the **Startup Scenario** section by having students share their business ideas, focusing on how they addressed procurement, product design, and brand ethos. Encourage students to explain their thought process and decisions.
2. Next, ask students to share their answers from the **Entrepreneurial Insight** section, guiding the discussion to emphasize how Cameron's procurement choices, brand ethos, and product design decisions contributed to the success of Childlike Clothing. Highlight how these elements are interconnected in building a successful business.
3. Collect completed worksheets to assess understanding and engagement with the key concepts.

Don't have time for the full lesson? Quick Activity (15 mins.)

Watch the video and distribute the worksheet for homework or as a project. Alternatively, have students watch the video, complete the worksheet at home, and discuss it in class the next day.