

# LINKS ELIXIRS



## An Entrepreneurship Project

in collaboration with Youth Fusion

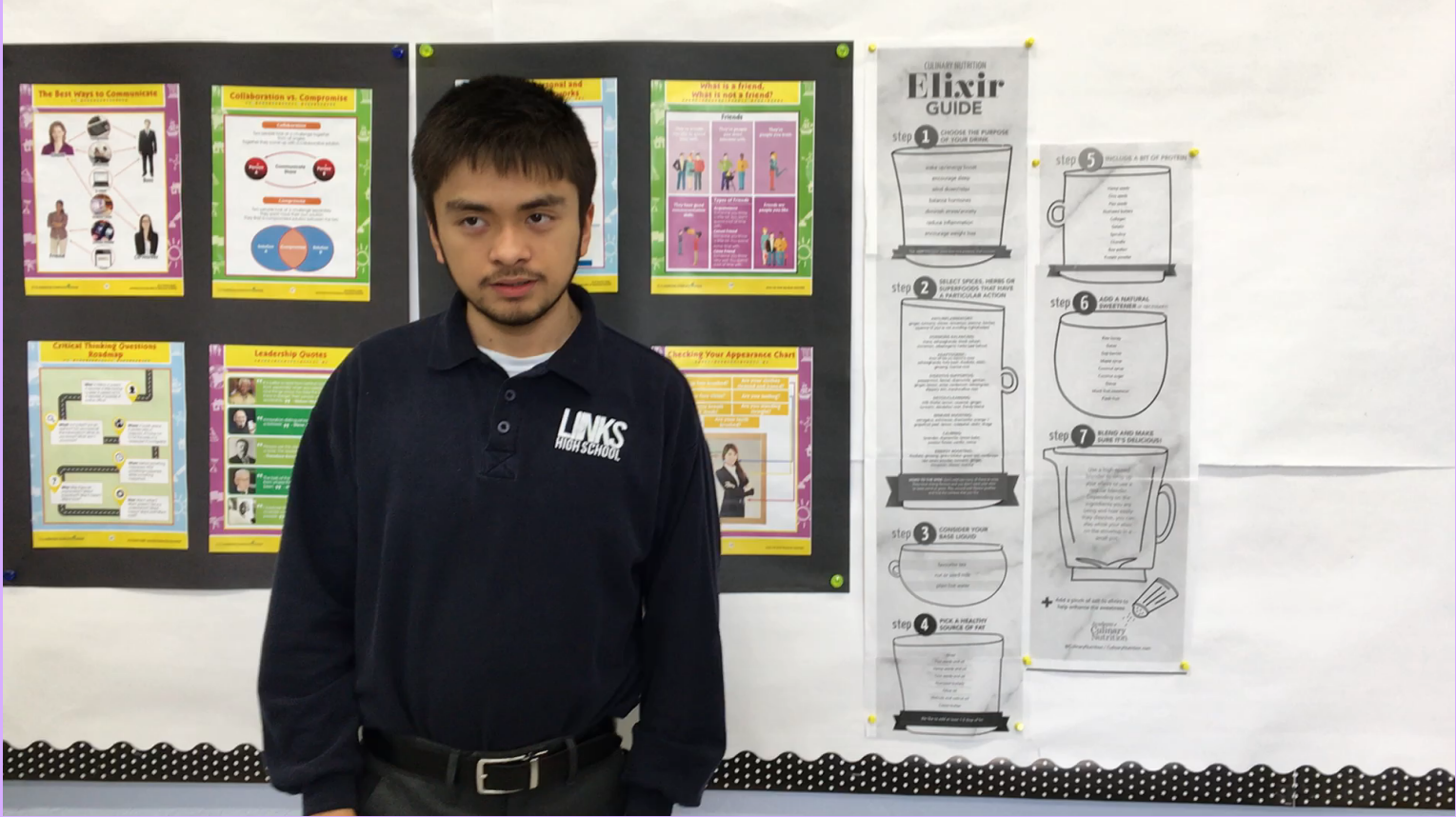
Teacher: Gail Bernstein

LINKS High School EMSB

## LINKS Elixirs

offers a touch of compassion for you & your loved ones. The health benefits of our soothing, warm elixirs begin as soon as you smell the aroma of the fresh ingredients. The delight continues as you admire the students' artwork on each burlap bag. In a world where mental health is at the forefront, LINKS Elixirs is doing its part.

# WELCOME TO LINKS ELIXIRS



## **The Entrepreneurship Course**

- **Comprised of students (age 14-15) who are on track for the WOTP program**
- **Offers students the opportunity to become entrepreneurs based on a product or service that they have created**
- **Provides students with the tools to design & implement a business from start to finish**
- **We partner with The Youth Fusion Organization**
- **We apply for the OSEntreprendre grant**
- **We use funds from past OSEntreprendre grants**



# WOTP Courses

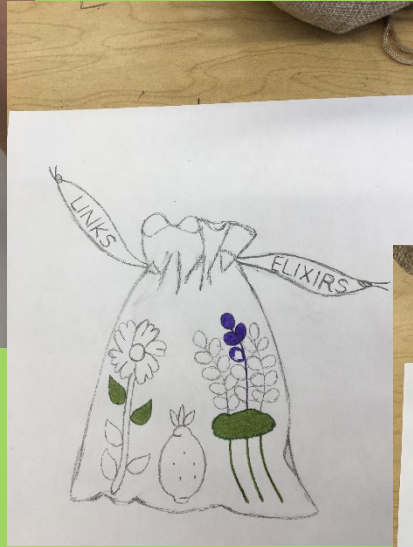
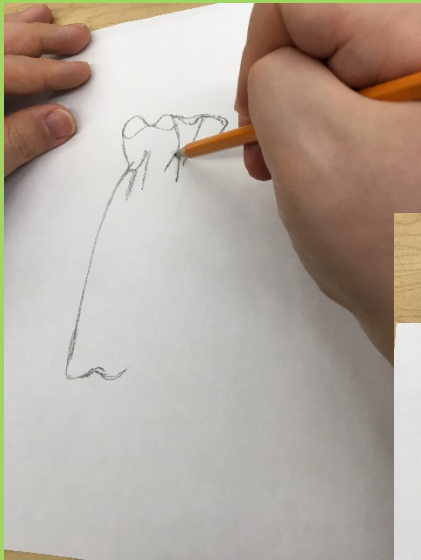
- ✓ Introduction to the World of Work – soft skills, work skills, selling experience, self promotion, product promotion, discovering strengths, interests, areas to improve upon
- ✓ Math/Economics – measuring/ratio, budgeting, pricing, profit, cost effectiveness, wants vs. needs, target markets, price comparison, shopping
- ✓ Language Arts – Creating ads, surveys, presentations, grant applications, personal profiles
- ✓ Technology - researching recipes, creating videos, Green Screen
- ✓ Visual Arts – creating videos, designing posters, logos, bags, business cards
- ✓ History, Geography – researching origins of spices, elixirs, plants
- ✓ Science - Environments for growing plants
- ✓ Bonus – increase self confidence, pride in selling finished product, being part of two competitions

## **Preparation**

- ❖ Research innovations**
- ❖ Definition of product & service**
- ❖ Understanding the difference between wants & needs**
- ❖ Target market**
- ❖ Questionnaire on personal information & attributes/  
characteristics related to entrepreneurship**
- ❖ Brainstorming ideas**
- ❖ Watched Warren Buffett Secret Millionaire's Club videos**
- ❖ Watched select commercials (categories, ideas, messaging)**
- ❖ Vote after student presentations promoting their idea**

# Down to Business

- ❖ Business plan
- ❖ Budget
- ❖ Logo
- ❖ Slogan
- ❖ Jingle
- ❖ Market research (tasting & opinion survey)
- ❖ Advertising (posters, business cards, commercial, word of mouth)
- ❖ Pricing (ingredients, packaging, final product)
- ❖ Producing
- ❖ Packaging
- ❖ Marketing
- ❖ Selling
- ❖ Competition
- ❖ Evaluation



LOGO





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## Elixir Slogans

- 1.LINKS Elixirs are the best for your health
- 2.Get your elixirs at LINKS & have an epic day
- 3.Think, think, think, get your elixirs at LINKS
- 4.Drink, drink, drink, LINKS elixirs helps you have a good day
- 5.Drink, drink, drink, get your LINKS elixir today & enjoy it on your way
- 6.Get your LINKS Elixirs today & enjoy it on your way
- 7.You can drink your LINKS elixirs here or on the go
- 8.LINKS elixirs are something to talk about



## GET ON THE LINKS ELIXIR TRAIN

Wake up, wake up, wind down, wind down  
Put a smile on your face and lose that frown  
Reduce your stress, reduce your pain  
Get on the LINKS Elixir Train

To soothe your tummy, I'll give you a hint  
Add some lavender or peppermint  
Try some chamomile or lemon balm  
This will put you in a mood so calm

Mix up cinnamon or steep green tea  
Feel that boost of super energy  
Use ginger or turmeric as your spice  
To reduce inflammation, that's my advice

Wake up, wake up, wind down, wind down  
Put a smile on your face and lose that frown  
Reduce your stress, reduce your pain  
Get on the LINKS Elixir Train

**JINGLE**



COMMERCIAL

[https://youtu.be/3VdsooUgB\\_M](https://youtu.be/3VdsooUgB_M)





PEELING



D R Y I N G



S L I C I N G



S H O P P I N G



S C R A P I N G



R E A D Y







**LAVENDER**



**CHAMOMILE**



**PEPPERMINT**



LEMON  
LAVENDER  
PEPPERMINT

Hand painted bag (filled) \$8.00 X \_\_\_ = \_\_\_\_\_  
Refill \$5.00 X \_\_\_ = \_\_\_\_\_  
Total \_\_\_\_\_



LEMON  
GINGER  
PEPPERMINT

Hand painted bag (filled) \$8.00 X \_\_\_ = \_\_\_\_\_  
Refill \$5.00 X \_\_\_ = \_\_\_\_\_  
Total \_\_\_\_\_



LEMON  
LAVENDER  
CHAMOMILE

Hand painted bag (filled) \$8.00 X \_\_\_ = \_\_\_\_\_  
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LEMON  
GINGER  
CHAMOMILE

Hand painted bag (filled) \$8.00 X \_\_\_ = \_\_\_\_\_  
Refill \$5.00 X \_\_\_ = \_\_\_\_\_  
Total \_\_\_\_\_



# ORDER FORM



## HEALTH BENEFITS

### LEMON

- *Aids digestion*
- *Hydrating*
- *Vitamin C source*

### GINGER

- *Anti inflammatory*
- *Relieves muscle pain*
- *Settles stomach*

### PEPPERMINT

- *Aids digestion*
- *Boosts energy*
- *Improves sleep*

### LAVENDER

- *Improves sleep*
- *Calming*
- *Aids digestion*
- *Reduces inflammation*

### CHAMOMILE

- *Improves sleep*
- *Calming*
- *Settles stomach*
- *Anti inflammatory*

# HEALTH BENEFITS

THANK YOU  
FOR SUPPORTING  
MAP 3 & 4  
LINKS HIGH SCHOOL EMSB  
ENTREPRENEURSHIP PROJECT

## LINKS ELIXIRS

A blend of fresh, natural ingredients  
in an original, hand painted bag  
Enjoy the taste, aroma & health benefits



Choice of 4 different blends of soothing elixirs.

Painted bag with elixir - \$8.00

Refill - \$5.00

IN COLLABORATION WITH YOUTH FUSION

POSTER  
(DRAFT)



TIME  
TO  
SELL

• Aids digestion  
• Boosts energy  
• Improves sleep

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• Improves sleep  
• Calming  
• Aids digestion  
• Reduces inflammation

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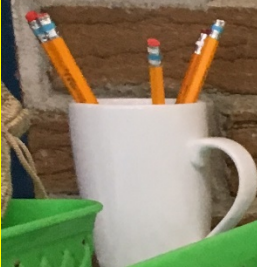
**CHAMOMILE**

- Improves sleep
- Calming
- Settles stomach
- Not inflammatory

In an original, hand painted bag  
Enjoy the taste, aroma + health benefits



IN COLLABORATION WITH YOUTH FUSION



**LEMON**  
GINGER  
PEPPERMINT

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Painted Bag  \$8.00  
Refill  \$5.00



**LEMON**  
GINGER  
CHAMOMILE



\_\_\_\_\_



## WHAT'S NEXT?

- ❖ **Competition: YOUTH FUSION**
- ❖ **Competition: OSENTREPRENDRE**
- ❖ **Selling booth at EMSB**
- ❖ **Selling booth at SPRING SHOW**
- ❖ **Upgrading videos with Green Screen Technology**
- ❖ **Experimenting with growing lavender, chamomile, peppermint**
- ❖ **Researching new blends**