

Real Stories of Young Entrepreneurs in Wisconsin

Name: Calvin Crowe

School & Grade: 6th grade at Jack Young Middle School

Business Name: Calvin's Coffee Shoppe

What inspired you to start your business? Tell us about your inspiration, your idea and how it became a reality.

I started my business because I thought it would be a good idea to split up my classes and work on different skills. I knew I enjoyed delivering items to teachers in the building, but I needed to practice on talking to people and making eye contact. I chose to start Calvin's Coffee Shoppe because I was always helping my teacher, Miss Peterson, make coffee for staff in our special ed. Classroom. At first, we didn't charge anyone money for coffee and then I thought I could charge teachers \$1.00 for a cup of coffee and deliver it to them.

I knew I wanted to open a coffee shop, but we had to ask the Director of Special Education, Mrs. Scott for permission to open the store. Then we had to ask the principal, Mr. Gunnell, if we could open up. Both people said yes. I felt to awesome and excited to open a coffee shop! I am the first 6th grader to open a business in this area. After we got permission to run a coffee shop, we needed to make a form to send to all middle school staff each day to take their orders. We made the order form on a Google form so we could send it out each day. You can see the form here: <http://google?BBJyv>

After we made the form, we had to buy the supplies. We needed to buy coffee, hot chocolate, café mocha, iced coffee, decaf coffee, creamer, and cups with lids. We decided it would be safest to have cups with lids so everyone would be safe when delivering coffee and not spill. We already had on Kuerig coffee Machine, so we didn't need to buy one. Business was slow at first, but as people heard about the coffee shop, more people started ordering.

Describe your product / service, purpose / goals, features / benefits, unique selling point.

I provide coffee, decaf, creamer, café mocha, hot chocolate, ice coffee and monthly specialties to the staff. I like to help the staff by delivering coffee. Most teachers enjoy coffee in the morning, so this is a nice service for them. My goal was to get more customers. I gave them a form on the computer to order items and teachers told other teachers about my coffee. Coffee makes the teachers happy. My purpose is to make teachers happy and hire special education students to help make the coffee, deliver the coffee to teachers, and clean up the dishes from the coffee shop. Running the coffee shop has helped me and I want to help other students be better too.

Tell us about yourself and how you make your business succeed.

What are your future goals an

I am getting better at making eye contact with my customers. It shows that I am confident in what I am doing and I appreciate their business. I enjoy delivering the coffee treats to the teachers. It seems to perk up their day and makes me happy too! The students who help run the coffee help the business be successful because I can deliver more cups of coffee and get more business. I help the other special education students be good workers. We go over the three expectations for JYMS. The three expectations are be responsible, be respectful, and be safe. When I talk to the

students about these, we talk about being quiet in the halls and being careful with the coffee. We also have a student in a power wheelchair and we talk about being a safe driver in the hallway.

What are your future goals and vision for your business? How do you propose to develop your business?

It will be hard to make this my own personal business, but I want to try. I don't want to be as big as Starbuck's but I enjoy making a business in the school. In the future, I would be interested in opening a coffee shop in Barbooo that people could buy coffee at and hang out with friends. I am also excited to hire more special education students as employees so they can become a better person and student like I have. Also, the high school special education program has copied my shop and is beginning to run their own coffee business!