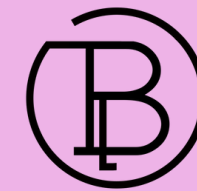


Presented on:

06/26/2024

Presented by:

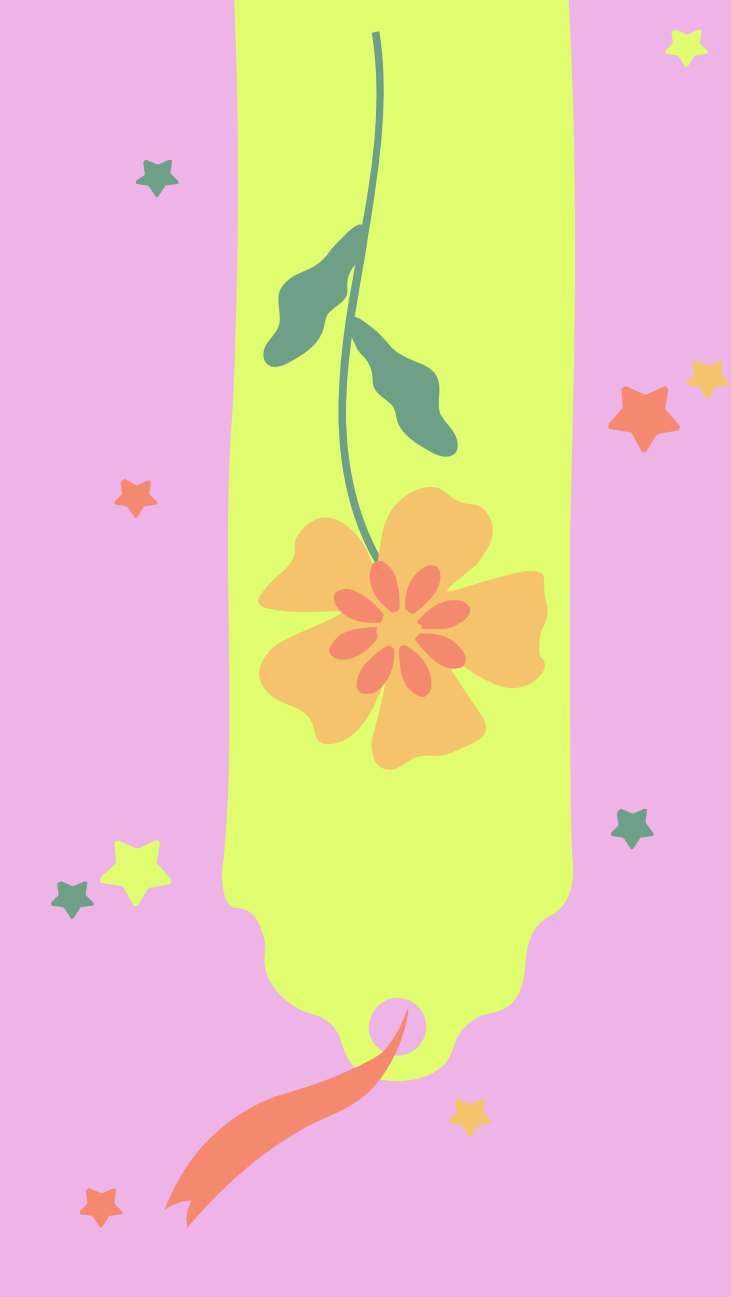
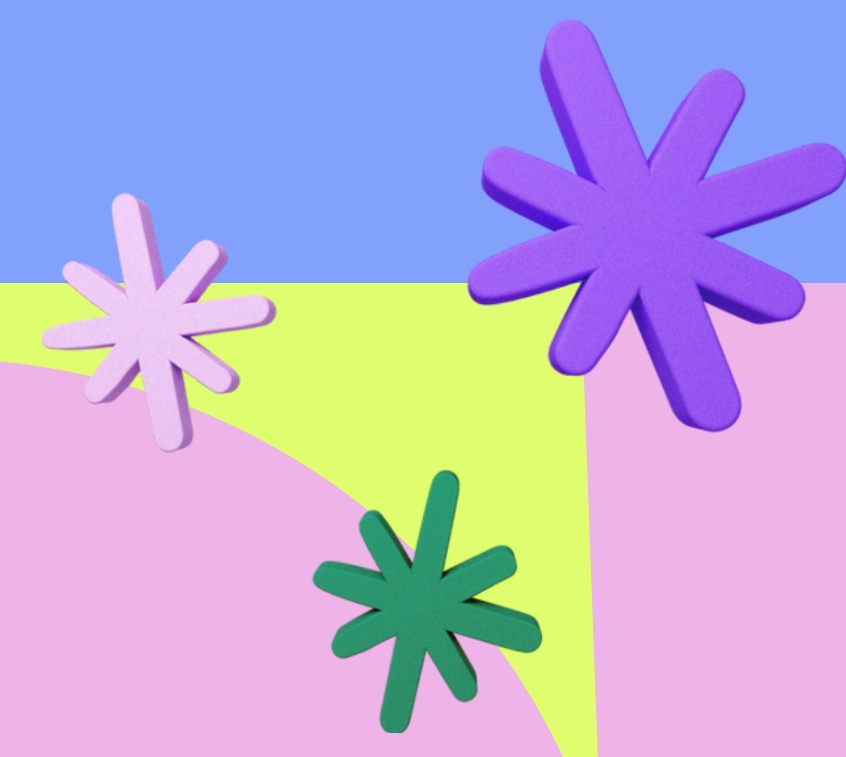
Chris Shao & Alex Zhang

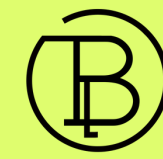


# BOOKMARK LEAGUE

Youth-Operated Nonprofit Organization

[www.BOOKMARKLEAGUE.org](http://www.BOOKMARKLEAGUE.org)





# COVER LETTER

Dear Sir / Madam,

We hope this letter finds you well. This is Chris and Alex from Houston. We are rising to 7th grade this year at Seven Lakes Junior High. We are happy to reach out to you as the founders of Bookmark League, a registered youth-operated nonprofit organization dedicated to growing creativity, entrepreneurship, and charity among children.

Now, the Bookmark League has grown into a team with 55 members spread across 8 states in the USA and Canada. Our mission is to empower young students by creating small businesses to earn and donate, thus equipping them with essential life skills before stepping into society. Through our own efforts, youth create a cycle of entrepreneurial learning and charitable giving at the same time.

Our organization is now operated and led by high schoolers, with a strong mentor team of advisors that includes professors, business owners, educators, and more. The mentors greatly help us enable more children to thrive through our innovative programs. For example, we plan to provide guidance and host events on Relationship Development Intervention (RDI) practices in collaboration with experts. Our goal is to support families with special needs children by offering better therapy treatments and effective methods to educate, accompany, and love these children.

We would be honored to discuss how your contribution can bolster our efforts and address any inquiries you may have. Please feel free to reach out to us directly via email at [bookmarkleague@gmail.com](mailto:bookmarkleague@gmail.com).

Thank you for considering our request. We deeply appreciate your attention to nurturing children's development.

Sincerely,

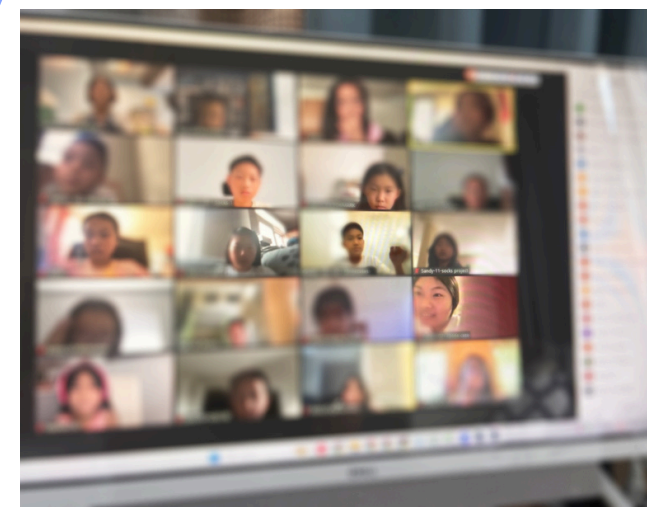
Chris Shao and Alex Zhang  
Founders of Bookmark League

# ABOUT

**Bookmark League** was founded by a 4th-grader named Chris Shao in 2022. He started the bookmark business to compete with the girls' team in his class. With his mom's support, he developed their products, began selling them, and eventually donated the earnings to No Kid Hungry, which could provide a child's meals for an entire year.

By the time Chris was in 6th grade, he and his friend Alex realized that this idea could be replicated and expanded to involve many more children. They decided to transform it into an organization, aiming to inspire younger children to learn business projects with Bookmark League and then donate profits to make an impact on helping children's charities.

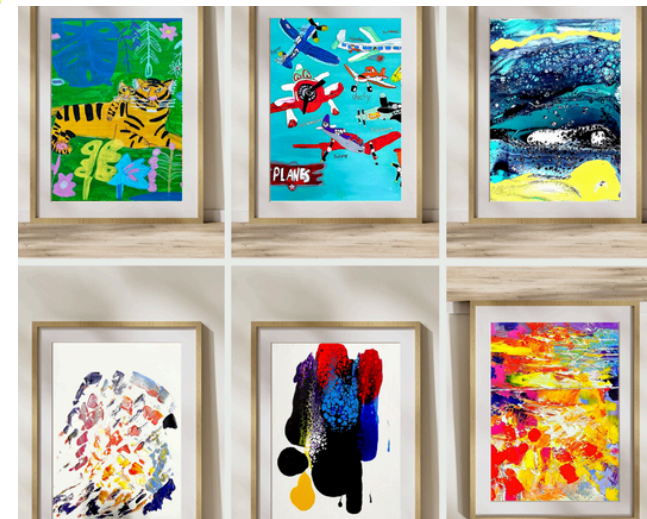
Youth-Operated Non-Profit Organization



Business Sessions



Selling Events



Special Art Sale



More...



# Service Metrics

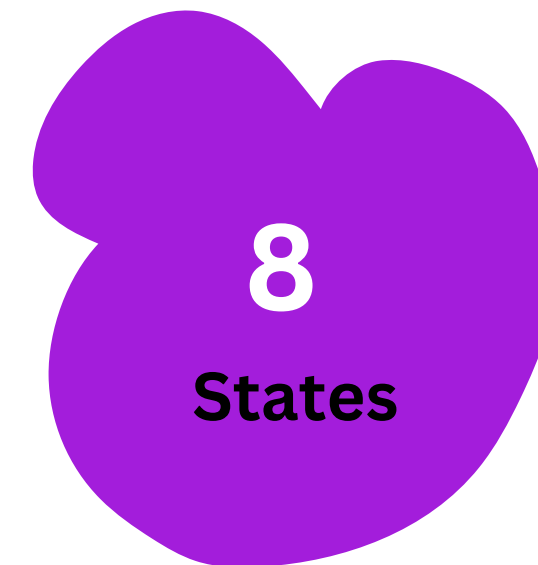
We started again in the summer of 2024

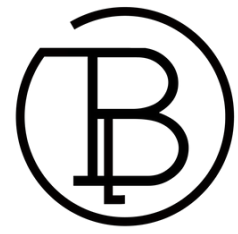
## 2022 Summer



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## 2024 Summer





BOOKMARK LEAGUE

# Directors

Entrepreneurial Learning  
and Charitable Giving

[www.BOOKMARKLEAGUE.org](http://www.BOOKMARKLEAGUE.org)



"Kelly Q. - Director of Programs"

– By joining the Bookmark League nonprofit, I aim to infuse my creative thinking into tangible charity projects through a variety of innovative ideas.



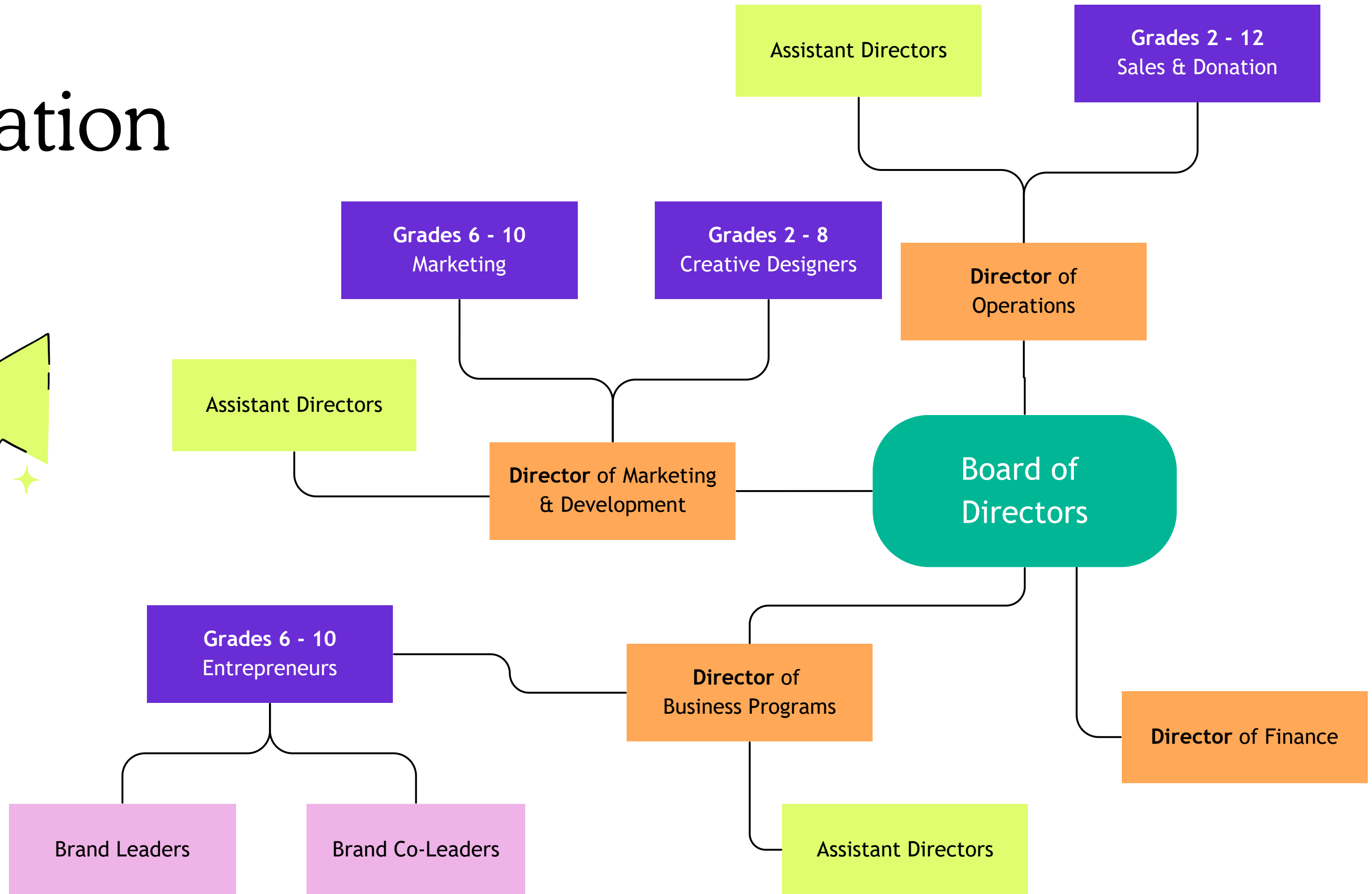
"Chloe J.- Director of Development"

– I joined the Bookmark League nonprofit, dedicated to promoting literacy and creativity among children. Through this platform, I aim to bring innovative ideas to charity projects, making a meaningful impact by fostering a love for reading and creativity in children.

# Organization Chart



**Parent Mentor Team:**  
Consists of professionals who offer expertise and mentorship to support the organization's programs and initiatives.



# Business Sessions

It's **FREE** , It's Fun ...



**GRADES 9 - 12 : PROJECT LEADERS**

**GRADES 6 - 10 : ENTREPRENEURS**

**GRADES 2 - 8 : CREATIVE DESIGNERS**

Prepare Teaching Materials

Business Plan Development

Safe and Responsible Use of Technology

Project-Based Management

Project Execution to Create and Earn

Creative Workshops with Team Work

Tutoring Every Weekends

Sales Events Coordination and Arrangement

Products Development & Production

Organization Management

Project Marketing and Financial Literacy

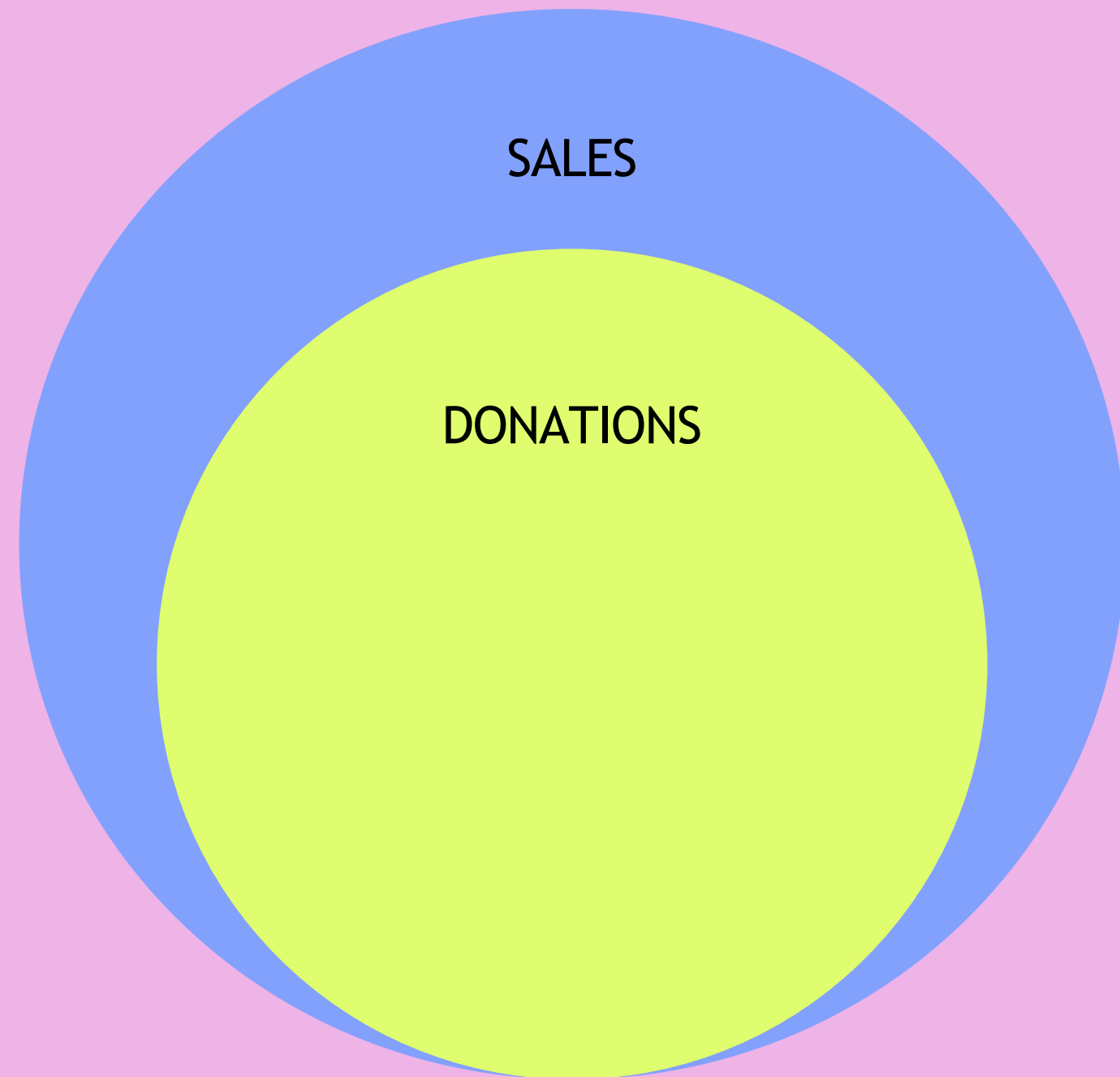
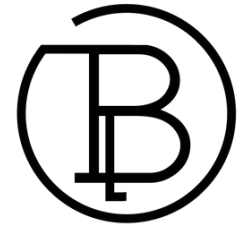
Projects & Organization Marketing

Execute Sales & Donate Proceeds

Execute Sales & Donate Proceeds

Execute Sales & Donate Proceeds

# Project-Based Entrepreneurial Experience



BOOKMARKS

SOCKS

iPHONE CASES



# Learning Journey



## BOOKMARKS

- **Market Research:** Understand the market demand and trends for products
- **Target Client Analysis:** Identify and analyze your target audience.
- **Logo Design & Brand Naming:** Create a unique logo and brand name.
- **Design and Create Bookmarks:** Develop creative and appealing bookmark designs.
- **Cost & Pricing:** Determine the costs involved and set competitive prices.
- **Budget Set:** Manage your budget and investments efficiently.
- **Execute Sales:** Implement sales strategies to reach your target clients.
- **Donate Proceeds:** Contribute a portion of your profits to charitable causes.



## SOCKS

- **Online Data Analysis:** Collect and analyze online product data to inform your strategy.
- **Build a Website:** Create a user-friendly and visually appealing website by Wix.
- **SEO Optimization:** Optimize your website for search engines to improve visibility.
- **Design and Create Socks:** Develop creative and appealing bookmark designs.
- **Cost & Pricing:** Determine the costs involved and set competitive prices.
- **Budget Set:** Manage your budget and investments efficiently.
- **Execute Sales:** Implement sales strategies to reach your target clients.
- **Donate Proceeds:** Contribute a portion of your profits to charitable causes.



## iPHONE CASES

- **Competitor Research:** Study your competitors to identify opportunities and threats
- **Social Media Platforms:** Leverage social media platforms to reach a wider audience.
- **Content Marketing:** Create graphic designs or videos to share valuable content for marketing.
- **Design and Create iPhone Cases:** Develop creative and appealing bookmark designs.
- **Cost & Pricing:** Determine the costs involved and set competitive prices.
- **Budget Set:** Manage your budget and investments efficiently.
- **Execute Sales:** Implement sales strategies to reach your target clients.
- **Donate Proceeds:** Contribute a portion of your profits to charitable causes.





# CLASS MATERIALS

Our Directors and Assistant Directors write class materials every week based on the guidance from the Mentor Advisors Team. This is aimed at enhancing the knowledge of our volunteers, enabling them to better create products, market them, generate profits, and donate, thereby forming a self-sustaining system.



## BUSINESS THINKING

**WHERE**

Where Can You See This Product?

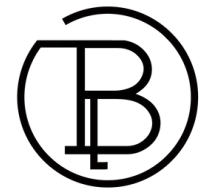
- Shops: Local art galleries, gift shops, specialty stores
- Amazon: Available on our Amazon store
- Book Stores: Major and independent bookstores
- Online Marketplaces: Etsy, eBay
- What Are the Prices? Why Are They Different?

**WHO**

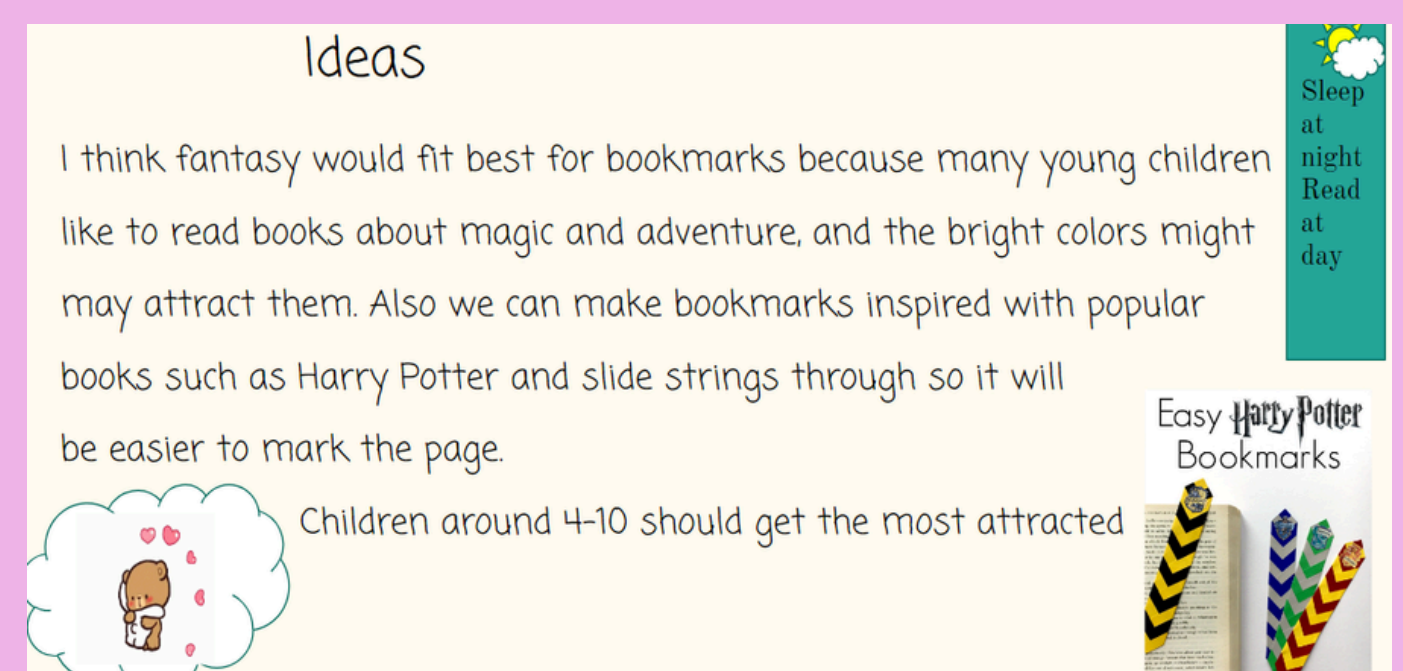
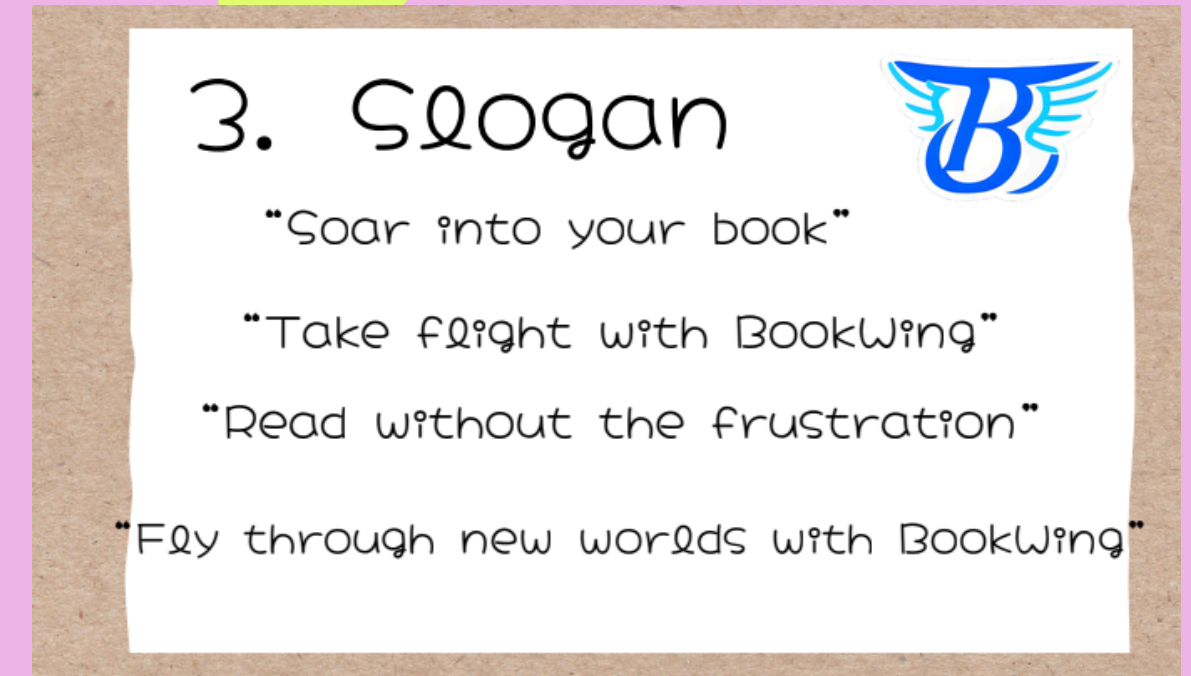
Who Are Your Clients?

- Who Are Buying Your Products?
- Have You Observed People Using the Products?
- Who Will Buy from Physical Stores and Who Will Buy Online?
- Why Would Some People Pay More?





# Homework Presentations



We are young but driven,  
ready to take on challenges with determination  
and enthusiasm.

We deeply appreciate your attention to nurturing  
children's development.

Thank You !



## Innovation

We foster new and creative ideas to enhance the way we  
learn, work, and give back.

## Reliability

We are committed to being dependable and present,  
ensuring consistent support for our team and community.

## Inclusivity

We embrace diversity, welcoming individuals of all  
backgrounds, beliefs, and abilities.

## Simplicity

We prioritize ease of use and understanding, making our  
processes accessible to everyone.