



Let's Dream BIG! Plan BIG! Do it BIG!

# DREAM BIG!

**“ Dream so BIG, that you wake up chasing it”!**

*Plan*  
**BIG!**

*Dream*  
**BIG!**

*Do It*  
**BIG!**

**Do It BIG Academy's mission is to help individuals all over the world execute their “BIG Dreams”!**



Let's Dream BIG! Plan BIG! Do it BIG!



# Let's Do IT!

## "Let's Dream BIG! Plan BIG! Do IT BIG!"

Are you a school, youth organization, homeschooler, or individual looking for courses that will propel your students' future?

Are you looking for creative and innovative courses that will ignite students' gifts, talents, and skills?

The Do It BIG Academy offers over 40 courses in areas such as entrepreneurship, career planning, financial literacy, animation, starting a fashion line, game design, creating your life's blueprint, producing a documentary or a podcast, and much more!

Our courses can help your organization increase student retention, decrease dropout rates, and more importantly, help students find their passion.

Courses are co-created with teachers and business professionals

Approved by Students

Bringing Entrepreneurship to students for over 15-years





## Developed by Teachers and Business Professionals



Our courses are backed by 30-years of expertise! Our courses were designed by certified teachers in language arts, mathematics, general education, and special education grades K-12. Our certified teachers developed a curriculum utilizing national learning standards to ensure goals and objections were being met in each course.

In order to create a **Rigor/Relevance Framework**, we brought in business professionals who co-created the curriculum with the teachers. The courses went through beta-testing with students who played an instrumental role in providing feedback to improve the courses. Our teachers and business professionals have over 30 years of combined experience in their field. But perhaps even more important, they share a passion to develop courses that will empower students and help them reach their greatest potential.

Common Core  
Standards Math  
Language Arts  
College/Career  
Readiness  
Technology  
Science  
National  
Entrepreneurship  
Standards

Learning  
Objectives  
Howard Gardner's  
Multiple  
Intelligence  
Bloom's  
Taxonomy  
Assessments  
Evaluations

Self-Paced  
Courses  
Weekly  
Reminders  
Guided Practice  
Progression  
Indicators  
Lessons  
Completion  
Rewards  
Course  
Certificates

Real World  
Expeirce  
Rigor Relevance  
Framework  
The First Days of  
School: How to Be  
an  
Effective Teacher  
Framework

# “The Do It BIG Academy experience is unlike any other course you have taken before!”

Welcome to “Do It BIG Academy”! Here at Do It BIG, your life’s blueprint begins with dreaming BIG and planning BIG, which leads to executing BIG. Our online platform exists for this “soul purpose” to bring forth a fearless generation who have the courage to make their dreams a reality. Our virtual academy is the launchpad to prepare youths to break the status quo mold with our revolutionary concepts. Our BIG labs will help you launch your own business, build wealth, prepare for your passion career, and create the life you were destined to live.

The Do It BIG Academy offers life-changing courses, unlike any class you have ever taken in school..

Our courses are invigorating, intense, inspiring, and intriguing. Once you complete our courses, you will have the knowledge, tools, and empowerment to truly “Do It BIG” and live your BIGGEST dreams!

We provide the entrepreneurial and wealth creation blueprint for tomorrow’s CEOs.

## **Our courses are designed for:**

1. Homeschoolers
2. Schools and Youth Organizations
3. Individuals

**Each course is self-paced and cost under \$50.**





# PLAN BIG!

**"Plan so BIG, that it keeps you up at night planning it"!**

## Our Evolution

Entrepreneurship  
Project  
2007

R U Ready4BIZness  
2012

Birthing Innovative  
Geniuse (BIG)  
2016

Do It BIG Academy  
2020

Our story began in 2007 in two Detroit Public Schools, one a trainable center for cognitively impaired students, the second a general education middle school. Laketa saw hidden gems in the cognitively impaired population that were being overlooked.

Those students were not given the same opportunities as general education students in other Detroit schools. These students had gifts and skills that were not being embraced and developed into career opportunities. Yet, there was another Detroit Public School in the community servicing general education students who did not know these cognitively impaired populations existed. Laketa brought both Detroit schools together and designed the country's first inclusionary entrepreneurship program. Students worked together in teams of four, two cognitively impaired, and two general education. Students created a company, developed their own products, and sold them throughout their community.





It became the Entrepreneurship Project (EP), a specialized entrepreneurship program that met the unique learning styles of marginalized youth. It was designed to create new career options, reduce the dropout rate, raise the self-esteem of students and provide tools for competition in the global marketplace.

## National Awards

In 2009–2012, the Entrepreneurship Project received national awards. The Michigan Chronicle and The Detroit News have done press releases on the EP, calling it “The country’s first inclusionary entrepreneurship program”. The EP also received the Educator 500 Award from the 3E Institute Excellent Educator in Entrepreneurship from West Chester University in Pennsylvania, The National Leavey Award for Excellence in Private Enterprise Education, The National Entrepreneurship Award for Outstanding Leadership in the Field of Business Creativity and Entrepreneurship by the National Consortium for Entrepreneurship Education, and the Best Entrepreneurship Classroom in Michigan by the Council for Exceptional Children.



**MICHIGAN**

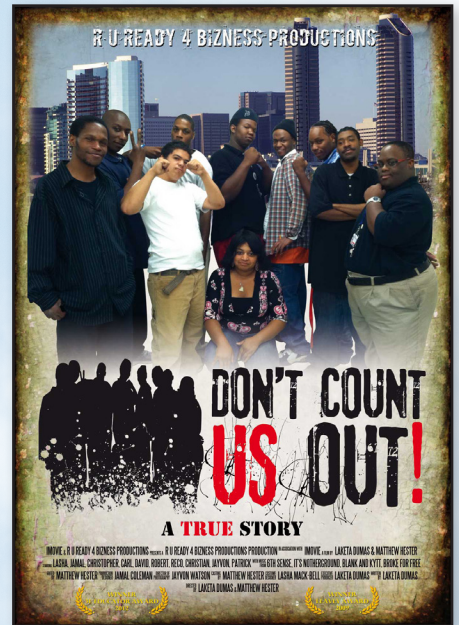
## The Detroit News





The Entrepreneurship Project birthed the R U Ready 4 BIZness curriculum, which introduces a revolutionary pedagogy for the classroom. Students actually take on the role of entrepreneur to not only learn, but experience the process of starting and running a business. In 2012, R U

Ready 4 BIZness did their pilot launch at a Detroit Public School Transition Center for students with disabilities. A documentary called "Don't Count Us Out" tells the story of how students with learning disabilities embraced entrepreneurship and how it changed their lives.



In 2016, R U Ready 4 BIZness launched the springboard for Birthing Innovative Geniuses (BIG) a nonprofit organization. The BIG Institute brings financial empowerment to low-income communities through our five pillars: entrepreneurship, financial literacy, career navigation, college readiness, and life's blueprint. Our goal is to educate youths by ending the perpetual cycle of poverty and propelling them to a life of financial stability. Sadly,

the poverty mindset plays a huge role in holding youths back from living up to their truest potential. BIG is working earnestly to elevate this generation of youths beyond societal constraints to their personal sphere of genius, so they can unleash their gifts and skills to become tomorrow's problem solvers of the world!



**DO IT  
BIG!**

**"Do It so BIG, that the entire world knows about it"!**



**DO IT  
BIG!**  
ACADEMY

Do It BIG Academy was launched in 2020, but due to COVID, our team was not able to go into the schools or youth organizations to bring our entrepreneurship or financial literacy curriculum. We had to pivot, but it became the purpose of fulfilling a greater mission reaching youths all over the globe, helping them accomplish their dreams.

Our courses are designed to empower youths to live life on their terms by creating their own financial freedom. The courses are real-world ventures of the founder herself, who has walked through the hurdles and obstacles in her own businesses! Her courses will guide you on how to turn the impossible into I'MPossible! By embracing your inner strength in becoming unstoppable no matter how many times you fall or what life throws at you! Do It BIG Academy is birthing CEOs and game-changers! We are unlocking the door to who you truly are— instead of what society said you should become! It's time to design your life's blueprint and pursue what you were put on this planet to accomplish!



**Our online platform exists for this “soul purpose” to bring forth a fearless generation who have the courage to make their dreams a reality.**

## **Online Coaching Courses Designed For Your Passion**

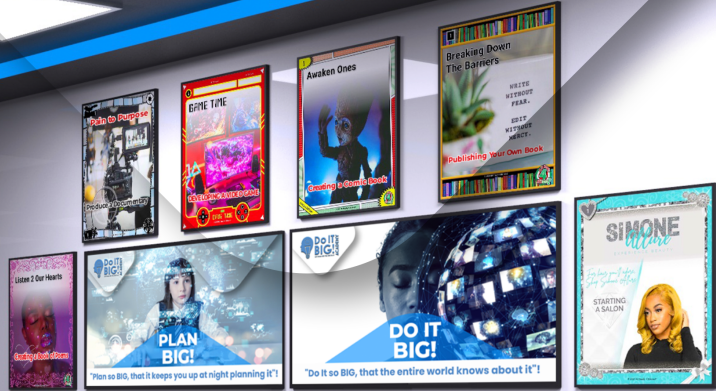
- Ages 9–21
- 60–minutes coaching
- Flexible Scheduling
- 1–on–1 live session
- Industry Professionals
- \$65 per hour



## **Courses Designed For Your Passion**

- Ages 9–21
- 60–minutes coaching
- Flexible Scheduling
- Group Session Size 10–25
- Industry Professionals
- \$95 per hour





# BIG LABS!



**"Have the Courage, to turn the impossible to I'M POSSIBLE"!**

Our BIG labs will help you launch your own business, build wealth, prepare for your passion career, and create the life you were destined to live. The Do It BIG Academy offers life-changing courses, unlike any class you have ever taken in school.



**Innovation Lab**  
Starting A Business



**Entrepreneurship Lab**  
Business Development



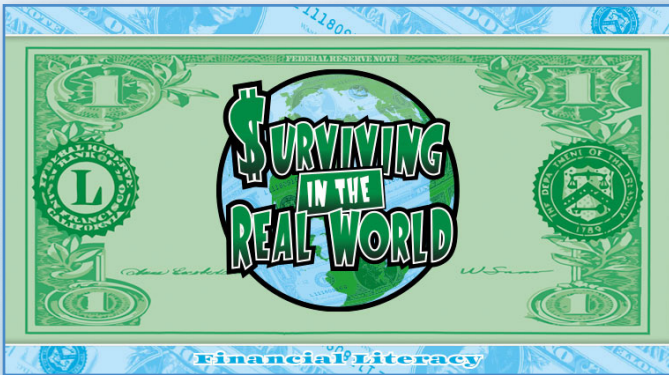
### Career Lab

Prepare for Your Future Career



### Dream BIG Lab

Creating the Life You Were Destined to Live



### Wealth Lab

Financial Literacy



### R U Ready 4 BIZness Team Challenges

**Do It BIG Academy**  
is birthing **CEOs** and  
gamechangers!  
We are **unlocking** the  
door to who you truly  
**are**— instead of what  
society said you should  
**become!**



We are transforming  
students' lives by...  
Unveiling their **WHO**,  
**WHAT**, and **WHY** for  
existence through  
**Entrepreneurship** and  
**Wealth** creation!

# The Entrepreneur GPS

**Guide to Potential Success**

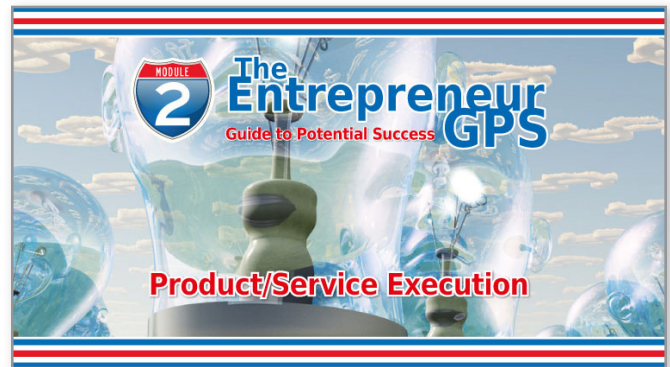
**The Entrepreneur's GPS is your step-by-step  
roadmap to executing your business!**

## **Grades 9th and Higher**

Countless people have an idea, a solution to a problem, or a concept that will change the world! Unfortunately, many of these people are driving without a roadmap and don't have a clue how to get to their desired destination! They have no idea where to turn or what roads to take. They've been driving for days, months, and maybe even years, wondering, "Why haven't I gotten there yet?" They're lost, tired, and frustrated, and many, if not most, will simply give up. And all because they didn't have a roadmap.

We bring you the business owner's roadmap: The Entrepreneur's GPS! It is your step-by-step guide to determine if your product is viable before you ever invest a single penny. Once, and only if, you discover that customers are screaming for your concept, The Entrepreneur's GPS will take you through the execution process so you can bring your idea to life and to market!

**Finally, an entrepreneurship guide that alleviates frustration  
and saves you time and money!**



## Concept Development

The Entrepreneur GPS begins with Concept Development. A concept is defined as, “an idea of something formed by mentally combining all its characteristics or into the well-constructed idea. The Concept Development course provides the necessary information and data for moving forward in developing your concept. It will tell you if the idea is feasible or if you should **“go back to the drawing board”** to try again with a new concept. Once your research confirms that your concept is viable you can move forward with your idea.

### Course Outcomes:

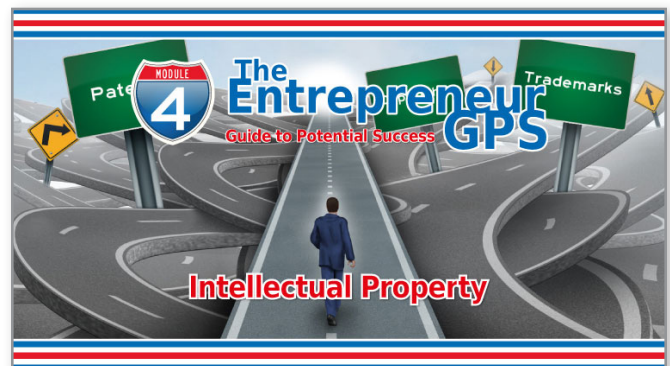
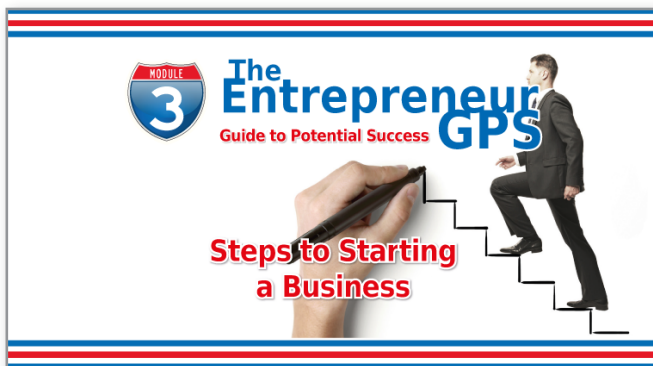
- **Identify** problems in current products and services
- **Analyze** current products and services advantages and disadvantages
- **Gather** analyze data to assess the attractiveness of new business opportunities in regards: market, industry, and team.
- **Demonstrate** problem-solving techniques through brainstorming
- **Gather** research on current products and services offering
- **Illustrate** the concept developments steps
- **Test** products or services through focus groups

## Product Development

Bringing a concept to the market is not an easy task. It takes numerous hours, days, months, and sometimes years to bring forth a product or service to fruition. Plus a team of people with integrity, commitment, and experience. It is of the utmost importance to gather a team of skilled people who boast a dynamic portfolio for your product or service execution. These twelve business steps will guide you through the process of bringing your product or service to fruition.

### Course Outcomes:

- **Execute** organize and execute a project or new venture with the goal of bringing new products and services to the market.
- **Select** a team to help bring products and services to fruition
- **Explain** how new products are planned
- **Identify** approaches to generate new product ideas
- **Plan** how to execute product or services
- **Develop** products and services
- **Identify** methods to evaluate new product ideas
- **Explain** the process to create and commercialize new products



## Starting a Business

There are nineteen steps to starting a business. Each step must be completed thoroughly to set up an effective operation and establish credibility. The complete process is also required for receiving governmental contracts, bids, grants, investments, and business loans. Countless entrepreneurs do not follow the proper logistics, causing many companies to fail or remain stagnant. Completing all steps is the pathway to establishing a legitimate company and being **Ready 4 BIZness**.

### Course Outcomes:

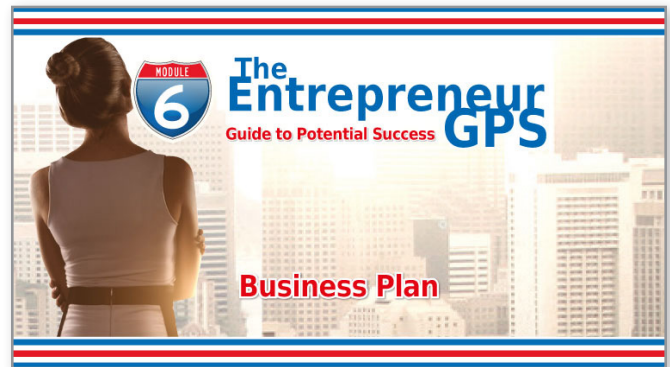
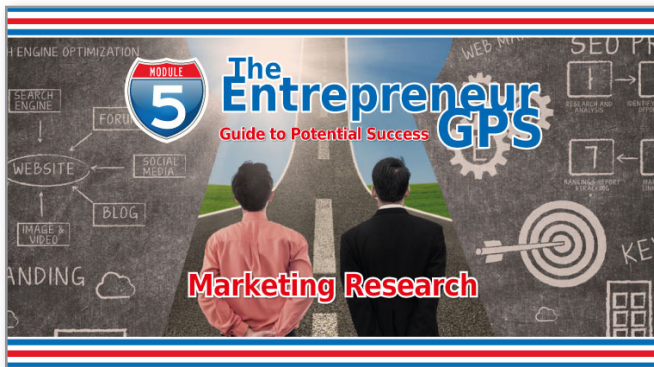
- **Select** a business name
- **Identify** a business legal structure
- **Choose** a legal team
- **Apply** business procedures of launching a company
- **Identify** the key steps required to initiate and develop a business enterprise

## Intellectual Property

How many ideas have gone uninvented? How many solutions have died without being born? What stops people from bringing their dreams to fruition? Challenges and fear of the unknown stop so many of us in our tracks. This module will help ease that fear and break those barriers by showing you step-by-step how to go from idea to product.

### Course Outcomes:

- **Apply** intellectual property law principles (including copyright, patents, designs, and trademarks)
- **Understand** the value and purpose of patents.
- **Understand** the patent process.
- **Recognize** the parts of a patent document and their significance.
- **Identify** strategies and resources appropriate for patent searching
- **Demonstrate** how to apply for a trademark
- **Simulate** the applying for a patent and trademark



## Marketing Research

Marketing is the bedrock of a company. If no one knows you exist, you are out of business. Every company needs a marketing plan to determine how customers will be informed of their product or service. The first step is identifying your customers or target audience. This is vital to every business and changes with time. You must be able to answer, What problem are you solving? Who is having this problem? What is your solution? Will people buy it?

### Course Outcomes:

- **Identify** the needs, wants, and demands of the target customer
- **Understand** the process of marketing research and its different processes
- **Apply** the four P's of Marketing for the product and service
- **Develop** a marketing plan for product or service
- **Employ** the internet effectively for marketing research.

## Business Plan

A summary of an entrepreneur's strategies for running their business the "blueprint" for developing a company. You need to have a business plan in order to apply for a business loan, recruit investors, apply for grants, and obtain minority certifications.

### Course Outcomes:

- **Research** and analyze the individual components needed for a business plan
- **Apply** skills to create a business plan for different audiences, including investors, banks, and other stakeholders
- **Explain** the purpose and future of your business in easy to understand terms
- **Choose** accounting terms to describe the future for your business
- **Describe** your marketing, sales, and planning strategies
- **Express** confidence in executing concepts
- **Create** a presentation and business plan that articulate and apply financial, operational organizational, marketing, and sales knowledge, identify paths to value creation through: company formation, (for-profit), social innovation (nonprofit), and intellectual property licensing.



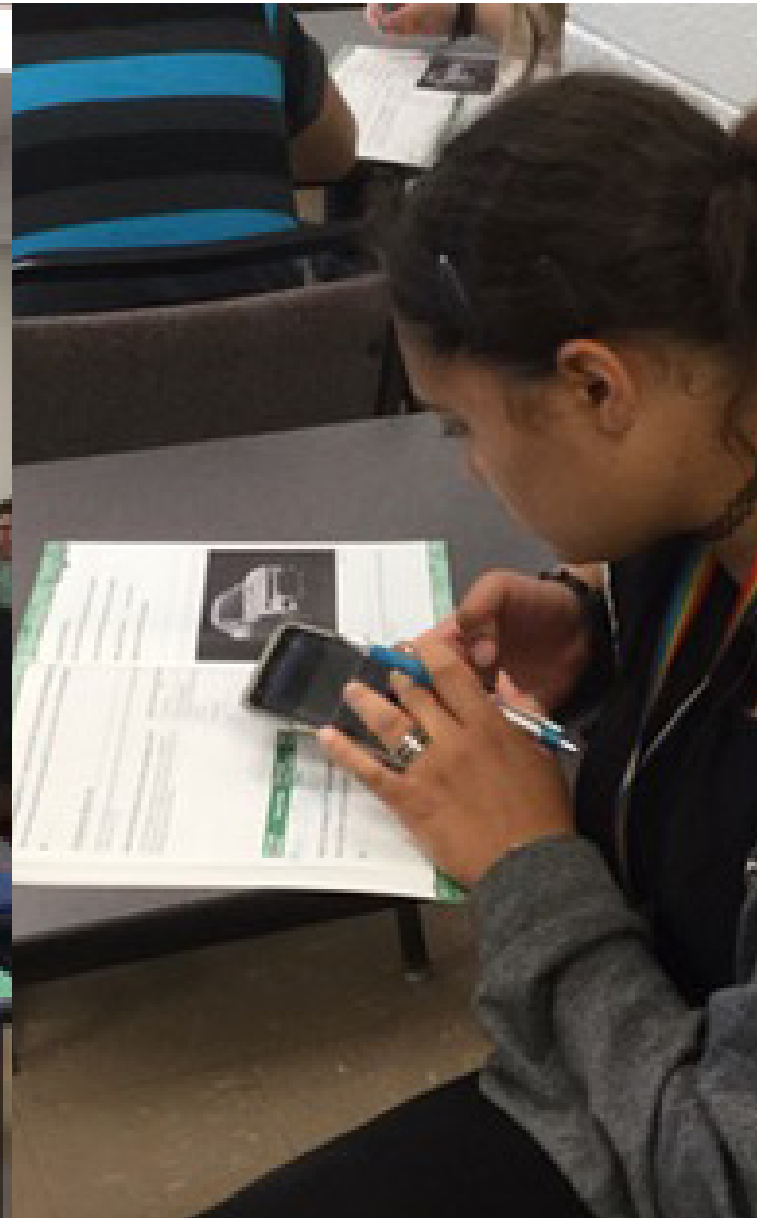
## Surviving In The Real World

### Financial Literacy

#### 4th- 12th grade

Surviving In the Real World (SITRW) is a scenario-based curriculum that reflects “real” financial challenges adults are faced with every day. SITRW is designed for individuals to learn from the characters’ mistakes so they can make better financial choices in their own future.

SITRW’s curriculum will make you laugh, think, and change how you view your finances. It will empower you to have financial stability and become “*money smart.*”





## Budgeting

This course will teach students how to budget utilizing a “senior graduating from high school” scenario. They will have the opportunity to create a budget applying the principles they learn in this activity.

### Course Outcomes:

- **Understand** the fundamentals of a budget, including income, expenses, and savings
- **Create** a spending plan (budget)
- **Explain** the relationship between keeping a spending plan (budget) and reaching financial goals
- **Execute** how to pay bills and make financial decisions
- **Define** and categorize items as needs or wants
- **Illustrate** how income, spending, and budgeting patterns change throughout the life cycle.

## Banking

This course will teach students the “do’s” and “don’ts” of banking. They will have the opportunity to research different banks and learn how to write a check and deposit money.

### Course Outcomes:

- **Demonstrate** how to open and manage an account in a financial institution
- **Identify** the components of a paycheck, including net pay, benefits, taxes, etc.
- **Compare** features and costs of different banks and banking products (checking accounts, savings accounts, banks, credit unions, online banks)
- **Examine** the costs of alternative banking services (payday lenders, check cashers, title loans, etc.)
- **Recognize** the importance of the right financial products in saving, managing and using money



## Credit

This course will teach students the importance of credit and the effects of reckless spending. Students will learn from the scenario-based lessons of the mistakes the characters made in their credit decisions.

### Course Outcomes:

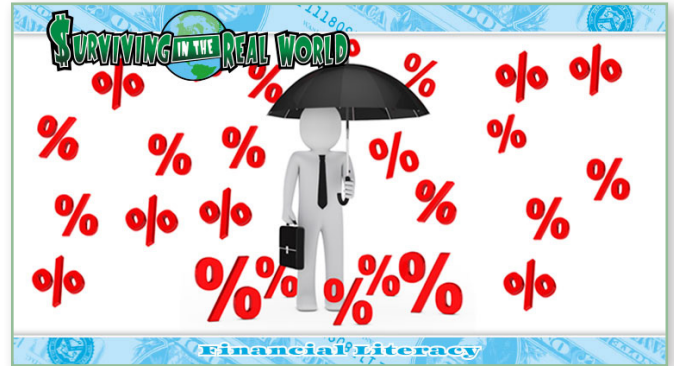
- **Apply** the process for obtaining a loan
- **Explain** the steps necessary for resolving identity theft or consumer fraud
- **Identify** common financial situations where decision-making may be influenced by an external force
- **Demonstrate** the steps necessary for resolving errors on a credit report
- **Explain** why credit history is important and the purpose of a credit report

## Credit Cards

This course will teach students how to use credit cards properly and how their debt to income (DTI) ratio affects their credit status. Students will learn how to avoid financial devastation from the scenario-based lessons of the character's mistakes.

### Course Outcomes:

- **Evaluate** the terms and conditions of credit cards
- **Understand** how revolving credit works
- **Explain** the laws related to consumer rights
- **Evaluate** factors that affect creditworthiness
- **Identify** the basic parts of a credit card and how personal information is encoded
- **Explain** how credit systems work and the hidden costs of credit (including late fees and annual percentage rates)



## Credit Scores

This course will teach students the value of a credit score and how it impacts their daily lives. Students will learn from the scenario-based lessons how the characters' mistakes negatively impacted their quality of life.

### Course Outcomes:

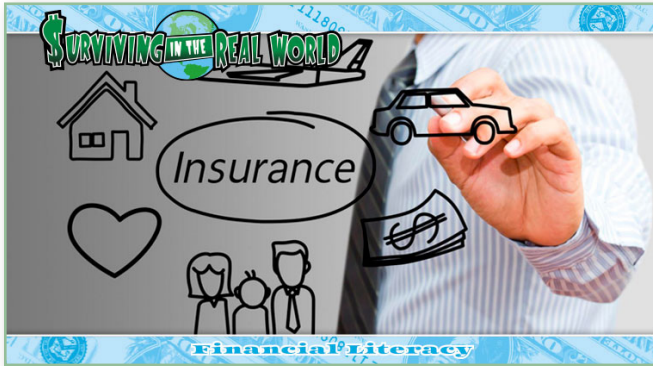
- **Recognize** the importance of good credit history and the role of a credit score and credit report
- **Analyze** interest rates as it relates to credit scores
- **Identify** the components of and financial behaviors that influence a credit score
- **Provide** examples for ways to build or repair a credit score
- **Identify** ways to raise a credit score

## Interest Rates

This course will teach students how a credit score determines interest rates. Students will learn hands-on through a scenario-based interest rate comparison assignment on how various scores affect each character's loan payment.

### Course Outcomes:

- **Evaluate** how credit score affects the interest rates
- **Analyze** the amount of interest paid over a period of time
- Identify the different kinds of credit used to finance expenses
- **Compare** interests rates between good and bad credit scores
- **Understand** how to read an interest rate chart



## Insurance

This course will teach students about various types of insurance. Students will learn from scenario-based lessons how not having insurance impacts each character's life. Students will research various insurance applicable to their own lives.

### Course Outcomes:

- **Demonstrate** knowledge of insurance contracts and provisions, and the features of property-liability insurance, life and health insurance, and employee benefit plans.
- **Illustrate** how everyone risks financial loss, and how insurance shares that risk
- **Describe** basic types of insurance available to consumers, and determine likely use cases
- **Examine** types of insurance to understand the choices available.
- **Compare** prices before making a purchase

## Investment

This course will teach students the “ins” and “outs” of investment in a most exciting way. Students will build a stock portfolio by researching and analyzing their stock choices through a competitive competition between their peers.

### Course Outcomes:

- **Analyze** and evaluate how the stock market functions
- **Understand** different investment alternatives in the market
- **Understand** how securities are traded in the market
- **Define** stock market
- List the indices of the stock market
- **Select** stock to follow and track performance finances
- **Create** a mock stock portfolio



## Career Navigation

6th–12th

Career Navigation illustrates the essentialness of education in preparation for your career journey. It is designed to help students turn their interests into employable skills, utilizing a platform that is invigorating and concise.

Career Navigation will help you turn your gifts, skills, and passion into a career that brings you fulfillment, purpose, and financial security.

“Don’t chase profit, pursue your purpose for a life of fulfillment.”

~Laketa Dumas





## Passion Career

This course will teach students how to turn their talents and skills into a career that brings fulfillment and purpose to their lives. Students will go through the life application steps in relation to where they are currently in school.

### Course Outcomes:

- **Demonstrate** a clearer understanding of the career exploration process and how their own skills and interests match up to a chosen major/career path
- **Identify** your talents and skills as it relates to a career choice
- **Develop** career readiness skills through experiential opportunities
- **Analyze** courses and organizations that will help propel skills and talents
- **Identify** three or more personal qualities related to choosing potential career goals
- **Apply** career skills to pursue opportunities

## College Readiness

This course will teach students how to research colleges, and make a comparison cost on what is economically sound for their family and future. Students will go through the entire college preparation process.

### Course Outcomes:

- **Explain** the importance and process of applying for financial aid
- **Compare** costs of different higher education institution types
- **Identify** alternatives to student loans to help pay for college
- **Identify** ways to avoid unnecessary student loan debt
- **Recognize** the relationship between completing the FAFSA and securing financial aid
- **Outline** the timeline and steps necessary to complete the FAFSA
- **Identify** the components of the FAFSA application





## Job Preparation

This course will prepare students for a career. Students will learn how to research jobs, interview and create a resume. Students will be better prepared for their first or next job using the applications they learned from this course.

### Course Outcomes:

- **Apply** for internships for career fields of interests
- **Develop** life-long skills students can use to seek jobs, internships, apply to graduate school and make career changes.
- **Prepare** for a job interview
- **Create** a resume
- **Develop** your communication skills
- **Describe** a passion career complete a comprehensive profile/reflection that includes information on works tasks, setting, salary, job outlook and resources corresponding to careers they are considering.

## Visualize Your Future

This course will help students visualize the life they want to live. Students will construct a digital vision board of their future through a step-by-step research process.

### Course Outcomes:

- **Develop** a vision board
- **Design** a dream life
- **Calculate** housing expenses based on various locations
- **Outline** the steps to take to apply for insurance
- **Compare** the pros and cons of buying a house vs. renting
- **Identify** how employment taxes and exemptions affect take-home pay
- **Analyze** how career choice, education, and skills affect income and financial goals.







## S.M.A.R.T. Goals

This course will teach students the value of goal setting. Students will set their goals and construct a plan for how to embark upon them.

# CAREER NAVIGATION



Dream >>>  
Plan >>>  
Do It >>> **BIG!**

Your Life's Blueprint to Creating the  
Life You Were Destined to Live.

~Laketa Dumas



## **Dream BIG Plan BIG Do It BIG!**

### **Grades 6th and Higher**

The Dream BIG! Plan BIG! Do It BIG! is your blueprint to living the life you want. It begins with your vision, but more importantly, bringing your vision to fruition. In order to achieve your dream, you must be consistent, patient, relentless, and not waste time! Your life's blueprint is a step-by-step plan of creating, planning, and executing the life you were destined to live.

**Don't just exist- live phenomenally in the time and space given to YOU!**





## R U Ready 4 BIZness Entrepreneurship

Grades 4th–12th

Do you have a business idea? Do you have solutions that can become products or services, making life better or easier for humanity? This course is designed for students who already have ideas and solutions, but do not know how to bring their dreams to fruition. It will provide you with an execution blueprint to turn your ideas into a viable business that brings financial independence.

*Create like an artist.  
Solve like an engineer.  
Act like an entrepreneur.*





# R U Ready 4 BIZness Entrepreneurship

## Student Learning Outcomes

### Remembering

- **Identify** problems in current products and services
- **Select** a team to help bring products and services to fruition
- **Write** a business plan
- **Identify** and secure customers, stakeholders, and team members through networks, primary customer research
- **Identify** weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths

### Applying

- **Solve** problems with new ideas and solutions
- **Illustrate** the concept developments steps
- **Articulate** through written communication business strategies
- **Present** selling ideas to investor
- **Execute** products or services in the marketplace
- **Display** oral and visual presentation skills

### Understanding

- **Demonstrate** problem-solving techniques through brainstorming
- **Gather** research on current products and services offering
- **Express** confidence in executing concepts
- **Gather** and analyze data to assess the attractiveness of new business opportunities

### Creating

- **Plan** how to execute product or services
- **Develop** products and services
- **Create** organize and execute a project or new venture with the goal of bringing new products and services to the market
- **Design** organize and lead a team with the goal of bringing new products and services to market

### Analyzing

- **Calculate** production cost for new product or service
- **Advertise** your products and service through various media outlets
- **Breakdown** competitive analysis and customer validation





# R U Ready 4 BIZness Challenges

## R U Ready 4 BIZness Challenges

**Grades 4th - and Higher**

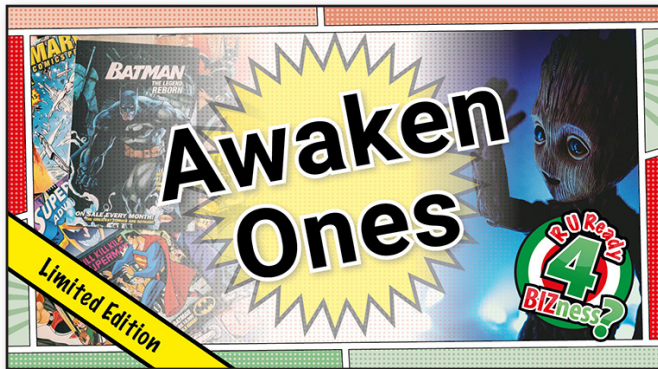
We're here to bring you the R U Ready 4 BIZness Independent and Team Challenges!

Our challenges are the **"launchpad"** for unleashing tomorrow's CEOs! Our courses are intense, strategic, innovative, and require out-of-the-box thinking! Ordinary solutions are just "unacceptable" in these challenges! It takes extraordinary ideas and committed execution to leave your mark! Once students complete our challenges they will know firsthand what it feels like to walk in the shoes of a CEO. But more importantly, they will have **a spirit of excellence and perseverance!**

Our challenges will catapult the students' minds, expanding them while igniting their passion and desire to do it "SO BIG," their fingerprint will be left on the world one day!

**Our Challenges Are Real-World Experiences!**





## Creating a Comic Book

**Grades 4th and Higher**

Have you ever dreamed of creating your own comic book?! This course will take you step-by-step from brainstorming to execution. Create a comic book that is totally unique and different from anything you've EVER read before! Your imagination will not only come to life in your comic book, but it will also inspire and empower others to change the world through their own imaginations. Let's make you dream a reality!

### Course Outcomes:

1. **Identifying** your comic book genre to develop
2. **Developing** your execution team
3. **Writing** a storyboard for each scene
4. **Designing** characters and providing their backstory
5. **Producing** your comic book

## Publishing Your Book

**Grades 6th and Higher**

Every single human being is born with a purpose. Yours may be to share your story, and the lessons and insights you've gained on your Earth journey, with others. Barriers aren't things that stop us from reaching our goals; they are challenges that make us stronger, wiser, and fully ourselves. Breaking through barriers is your life's mission. When you complete this mission, your real purpose is revealed.

Your breakthrough begins with writing your book. This course will take you through the step-by-step process of bringing your book to life, and then to market. Are you ready to bring forth a book that inspires the world!

### Course Outcomes:

1. **Writing** a fiction or nonfiction story
2. **Developing** your execution team
3. **Demonstrating** the copyright application process
4. **Publishing** your book



## Creating a Podcast

**Grades 6th and Higher**

If you've ever dreamed of producing your own podcast and inspiring the world with a message of hope while at the same time earning money on your own terms. Did you know there are people who make a full-time income from hosting a podcast? Some people even make 6-figures from their podcast! This course will take you step-by-step in producing and bringing your podcast to the world!

### Course Outcomes:

1. **Developing** your podcast plan
2. **Developing** your execution team
3. **Interviewing** guests for your podcast
4. **Producing** and distributing your podcast

## Developing an Eco-System

**Grades 6th and Higher**

Do you have a love for Mother Earth? Are you concerned about how pollution is destroying the planet? Do you have a solution? This course will take you step-by-step in developing an eco-friendly system that can save our planet from destruction.

### Course Outcomes:

1. **Searching** eco-systems and documenting the pros and cons
2. **Designing** an eco-system promoting a clean world
3. **Developing** your execution team
4. **Demonstrating** the patent application process
5. **Producing** your eco-system



## Creating a Video Game

**Grades 6th and Higher**

Are you a game-changer? Do you have a game idea that will shake the game industry? The gaming industry is an \$80 billion industry, with more revenue pouring in each year. There is definitely money to be made by entertaining the masses with unique worlds and storylines! Have you wanted to bring your game to life but didn't know where to begin? This course will take you step-by-step in developing your game and bringing it to market. Your brilliance and creativity are just a thought away!

### Course Outcomes:

1. **Selecting** your game genre
2. **Writing** your storyboard
3. **Constructing** your game
4. **Developing** your execution team
5. **Producing** your game

## Creating Poetry an Inspirational Line

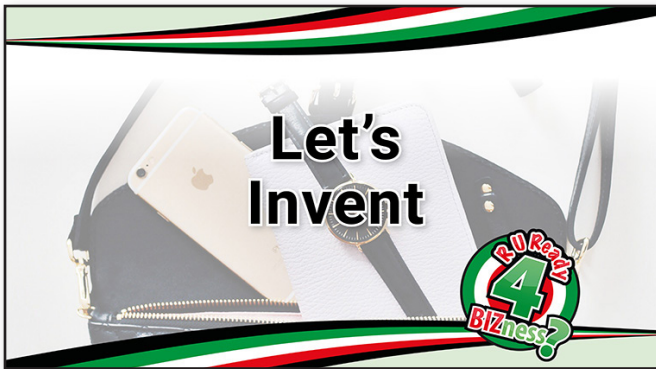
**Grades 9th and Higher**

Are you an inspirer? Do you uplift others with words of hope and encouragement? Have you ever thought about creating an inspirational brand? This course will take you step-by-step in the process of creating a poetry book and other products of inspiration that have the ability to heal others and change the world!

### Course Outcomes:

1. **Writing** your poetry
2. **Developing** your execution team
3. **Demonstrating** the copyright process
4. **Producing** an inspirational line of various products
5. **Selling** your inspirational line





## Developing a Product/Service

### Grades 6th and Higher

Every product and service that exists or has ever existed started as a single thought in someone's mind! From blue jeans to cellphones, DoorDash to toothbrushes, all of these began in the mind of a single person. Do you have a solution to a problem through a product or service? Are you searching for a way to develop your idea? Look no further! This course will take you step-by-step in creating your product or service and bringing it to the masses. Don't be part of the world's problems, be part of the solutions!

#### Course Outcomes:

1. **Researching** your product or service
2. **Developing** your execution team
3. **Demonstrating** the patent application process
4. **Developing** your product and service

## Creating a Shoe Line

### Grades 9th and Higher

Are you a shoe lover? But hate how they can sometimes hurt? While you can always get another pair of shoes, you only have one pair of feet! Have ever thought about creating a shoe line that will solve a problem to comfort yet stylish and innovative? This course will take you step-by-step in creating a shoe line that people will look good and feel good in.

#### Course Outcomes:

1. **Researching** various shoes
2. **Developing** your execution team
3. **Designing** your shoe line
4. **Demonstrating** the ability to develop a website
5. **Producing** your shoe line



I'm  
Beautiful



Manufacturing  
a Product

## Designing a Fashion Line

### Grades 6th and Higher

The clothes we wear are often more than just garments; they are representations of who we are and how we feel about life and the world around us.

Clothes have the ability to make us feel good in our own skin and powerful enough to tackle any challenge that comes our way. You've heard of a 'power suit,' right? Do you have a love for fashion? Are you a visionary possessing ideas that can bring innovation and style to the fashion world? Do you want to help others while expressing your own creative genius? This course will take you step-by-step in creating your fashion line. It's time to bring to fruition I'm Beautiful!

#### Course Outcomes:

1. **Researching** fashion lines
2. **Developing** your execution team
3. **Designing** your fashion line
4. **Producing** and promoting your fashion line

## Manufacturing a Product

### Grades 9th and Higher

Do you have a product you want to produce? If you have completed the "Let's Invent" course, then you are already on your way to bringing your product to the market. This course will take you step-by-step through the process of manufacturing your product.

#### Course Outcomes:

1. **Researching** manufacturers to produce goods
2. **Developing** your execution team
3. **Calculating** the import, export, and shipping costs
4. **Choosing** manufacturers to produce your goods



## Starting a Nonprofit

**Grades 9th and Higher**

Have you seen situations in your community that need changing? Do you have the heart to serve others? Are you compelled to lift others when they are down? If so, you are a humanitarian! This course will take you step-by-step in starting a nonprofit organization that will change people's lives!

### Course Outcomes:

1. **Searching** nonprofits in your community
2. **Developing** your execution team
3. **Building** a nonprofit in your community
4. **Executing** a fundraiser event to raise money

## Producing a Documentary

**Grades 6th and Higher**

No one gets through life without experiencing pain and heartache. **Absolutely no one!** Some people take their pain and use it to build a victim narrative, while others take their pain and use it as fuel to change their life and the lives of others. What will you do with your pain? Do you have an empowering story to tell how you turned the pain in your life into purpose? This course will take you step-by-step in producing a documentary. Share your story of becoming unstoppable through barriers, obstacles, and heartache.

### Course Outcomes:

1. **Writing** your storyboard
2. **Developing** your execution team
3. **Filming** your documentary
4. **Publishing** your documentary through online media outlets



## Creating an Inspirational T-Shirt Line

### Grades 9th and Higher

Words can inspire! Words can heal! Words can lift you and others out of darkness and despair! Words are powerful! It is time to speak words of healing and love, not fear or destruction! This course will take you step-by-step in producing an inspiring t-shirt line to sell to the world!

#### Course Outcomes:

1. **Designing** your shirt line
2. **Developing** your execution team
3. **Finding** manufacturers to produce your shirts
4. **Developing** a website
5. **Launching** your shirt line.

## Opening a Hair Salon

### Grades 6th and Higher

Have you dreamed of opening your own hair salon? Do you love everything about beauty and want to bring an unforgettable experience to your clients? This course will take you step-by-step on how to open a salon and discover your competitive advantage.

#### Course Outcomes:

1. **Designing** your salon
2. **Developing** your execution team
3. **Identifying** products and services to sell
4. **Simulating** a grand opening of your salon



## Producing Music and Video

**Grades 6th and Higher**

Are you a musical genius? Can you sing, rap, produce beats, or write music? Are ready to produce a positive song that will empower a nation? This course will take you step-by-step through the process of songwriting and producing a video.

### Course Outcomes:

1. **Composing** and producing your song
2. **Developing** your execution team
3. **Filming** your music video
4. **Demonstrating** the copyright process
5. **Producing** and promoting your music

## Developing Healthy Entree's

**Grades 9th and Higher**

Most of the food that is sold in grocery stores or fast-food restaurants is toxic and makes people develop chronic illnesses.

The food we eat should nourish our bodies, not destroy them. Do you have an idea for creating a healthy dish, dessert, or beverage that is good for the body? How about creating a vegan or plantbased entree? Do you want to create healthy dishes that are tasty? There are countless people looking for healthy foods but are unable to prepare them. Do you want to create these healthy entrees for them? This course will take you step-by-step in producing healthy entrees.

### Course Outcomes:

1. **Experimenting** in creating healthy entrees
2. **Calculating** the calories for each entree
3. **Developing** your executing your team.
4. **Producing** the entree.
5. **Executing** a taste test.



## Raising Money for a Nonprofit

### Grades 5th and Higher

Is there a nonprofit in your community making a difference? Do you want to provide financial support to this organization to help continue its efforts? This course will take you step-by-step in hosting a fundraiser event to provide support.

#### Course Outcomes:

1. **Selecting** a nonprofit in your community to support
2. **Developing** your execution team
3. **Creating** a nonprofit fundraiser strategy
4. **Launching** your nonprofit fundraiser event

## Launching a Cookie Line

### Grades. 4th and Higher

What's the best cookie you've ever eaten? Maybe it's a cookie you baked yourself! Do you have a secret recipe for the best cookies ever? Would you like to produce your own unique cookie line? Do you have a passion for baking? This course will take you step-by-step in creating and selling your own cookie line. Who knows, maybe you'll become the next Mrs. Fields!

#### Course Outcomes:

1. **Developing** your cookie recipe
2. **Calculating** the cost to produce your cookies
3. **Developing** your execution team
4. **Producing** and selling your cookies



## Selling Lemonade

### Grades 4th and Higher

Have you ever created a lemonade stand? Did you know lemonade stands were springboards to starting other companies? Maybe you've thought about creating your own beverage line but didn't know exactly how to go about it? Starting with a lemonade stand is a great way to get some experience under your belt, all while making a sweet profit! This course will take you step-by-step in creating your lemonade stand.

### Course Outcomes:

1. **Developing** your lemonade recipe
2. **Calculating** the cost to produce your lemonade
3. **Developing** your execution team
4. **Executing** your lemonade stand

# My Journey

There is no such thing as instantaneous success. It takes years to bring forth a business that will yield a return. Run your R.A.C.E for the long haul and do not compare your business to anyone else's. Each of us has a divine and set appointed time when their door will open. The key is never giving up.

**-Laketa Dumas**

## It is time to run your R.A.C.E.!

Become Relentless Ambitious Courageous Extraordinary

I am Laketa Dumas, the founder of R U Ready 4 BIZness, BIG Institute, Surviving In The Real World, and Do It BIG Academy.

I have been in that driver's seat, lost, frustrated, tired, and uncertain of my ability to bring my dreams to fruition. I have experienced the heartache and pain that happens when a business fails; a business that you've poured your heart, soul, money, and energy into. I know firsthand what it feels like to have a vision that others are blind to and mock your ability to succeed.

Even with a BS and MBA in entrepreneurship, nothing prepared me for starting a business more than my personal lessons through failures. There was no roadmap to follow, and no professional to guide me. I understand the struggles and barriers entrepreneurs face daily and how there is a dire need for a direct route to executing a business. I had to develop my own roadmap. I traveled abroad to Africa, Asia, and Europe to learn about trade and production in other countries and built relationships with international liaisons. I returned

home having built relationships with patent lawyers, business attorneys, CPAs, graphic designers, animators, game developers, editors, fashion designers, and countless other professionals.



### My Experience

These resources and relationships have enabled me to create the GVW executive handbag, R U Ready 4 BIZness game, pop-up financial literacy simulation called "Surviving in The Real World" (SITRW), Serving Solver app, an online school called "Do It BIG Academy", as well as an art collection of Kemetic Ancestry called "Know Your Greatness" is a tribute to African greatness before slavery and our civilization's contribution to the world. I have published interactive business and



financial curriculums sold on Apple Books, R U Ready 4 BIZness, Entrepreneur's GPS, Surviving In The Real World, Career Navigation, and Dream BIG, Plan BIG, Do It BIG, an animated financial literacy series called "Money Talks with President Big Bucks" and "Surviving In The Real World" video game narrated by President Big Bucks.

In 2007, I designed an entrepreneurship program for Detroit Public Schools Community District for general education and special needs students. It has been an honor to receive national awards for my entrepreneurship pedagogy from the Institute for Educational Excellence and Entrepreneurship (3e) Consortium for Entrepreneurship Education, National Entrepreneurship Award for Outstanding Leadership in the Field of Business Creativity and Entrepreneurship,

Freedoms Foundation at Valley Forge, Leavey Award for Excellence in Private Enterprise Education, and the Council for Exceptional Children Entrepreneurship Classroom of Year.

### **My Inspiration**

My golden rule is "Never chase money, pursue your purpose with passion, and money will surround you"! Do "everything" in Excellence!" Let's run this R.A.C.E. together! Have the courage to take what others say is impossible and turn it into I'M Possible!



**Laketa Dumas**





Let's Dream BIG! Plan BIG! Do it BIG!



## Contact Us

**"Let's Dream BIG! Plan BIG! Do IT BIG!"**



# Do IT BIG! ACADEMY

**Let's Dream BIG! Plan BIG! Do it BIG!**

**Please visit our website for updated pricing.**

**[doitbigacademy.com](https://doitbigacademy.com)**

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**For more information**

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