



# October

## Monthly Patch Program Girl Scouts of Central Illinois

# Caroline and Isabel Bercaw

*“NO” is the first two letters of “Not Yet.”-Ladybossbloggers*

These teenage sisters turned a \$25 science experiment into a successful company — all before they graduated high school. Now it's a \$20 million-plus per year business.

Complete 3-Daisy, 4-Brownie, 5-Junior, 6-Cadette, and 7-Senior/Ambassador steps to earn your patch.

All monthly patches are custom designed patches. Once we get the final number of patches after the 15<sup>th</sup> of each month, we place an order. Patches take about a month to create and then we mail them to you.

Order patch on-line by **November 15<sup>th</sup>, 2021** at [www.getyourgirlpower.org](http://www.getyourgirlpower.org)

## Discover

1. Learn more about Caroline and Isabel Bercaw's business. Read articles or watch interviews about who the Bercaw sisters are.
2. Search online about how Bercaw sisters become entrepreneurs. How did these teenage sisters turned a \$25 science experiment into a successful company.
3. Discover what are bath bombs?. What are the dangers, how do you use a bath bomb, and does a bath bomb clean you?
4. Try Da Bomb Bath Fizzers.



# Monthly Patch Program

## Girl Scouts of Central Illinois

### Connect

5. As 10 and 11 year olds, bath time was boring time for Isabel and Caroline Bercaw. To make things more interesting, they used bath bombs, but were disappointed by the lack of surprise and messiness in the products. That year, 2012, they started cooking their own: simply mixing baking soda, citric acid and fragrance oils together with bonus surprises in the middle. They called their kitchen sink company Da Bomb Bath Fizzers. Create your own bath bombs. Try different recipes. Compare your bath bombs to Da Bomb Bath Fizzers. Give your creation to a friend to use. Get their feedback.
6. Today, Da Bomb Bath Fizzers employs over 200 people and has sold over 10 million bath bombs to retail partners like Target, CVS and Costco and has partner up with Disney. Find out more about brand identity. What products are you attracted too? Do you buy your items because of the packaging? Check out other bath bomb competitors. Develop your own bath bomb packaging and show your troop. Get their feedback.
7. As high schoolers in 2019, the sister cofounders made the Forbes 30 Under 30 Retail & Ecommerce list in for their accomplishments. The \$20-million business is a massive success that started many years ago with a \$150 investment from their mom and dad. If you had \$25 dollars what would you use it for? How would you turn your \$25 into something more? Research other companies that started with little money and turned it into a million dollar company. You might be surprise what shows up.



## Monthly Patch Program Girl Scouts of Central Illinois

8. “Sisterpreneurs” How does running a business as siblings affect your relationship? Caroline: “We definitely fight; I’m not even going to try to cover that question up. We fight over the silliest things like clothing and bathroom time and stuff like that. But we get along really well in terms of business because we always have each other’s back. We are always looking out for each other and our strengths really complement each other.” Do you think you could work with your family members? What kind of rules would you have in the office? Create a handbook. Would you ask your parents to be investors? Does your family agree with the rules you came up with?

### Take Action

9. Love water? So does the Bercaw sisters! This is why money from the sale of their Earth Bomb goes to organizations that support clean H<sub>2</sub>O. They currently focus their donations toward The Water Project® which provides clean drinking water to communities in Africa. Research The Water Project. Discover what they do. Learn about what you can do at home to help The Water Project.
10. The Bercaw sisters saw a product that they were interested in but lacked some key factors. Think of a product you use that you think needs improvement. Create a prototype of your ideas. Pitch your idea to the company.