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SOPHIE THE ENTREPRENEUR

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Translation: Jessica Setbon

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In a house nearby,
In the green fields near you
Lives a girl named Sophie
Who's got so much to do.
Remember Sophie and her crystal ball
That tells the fortunes for one and all?
Thanks to the globe, Sophie understands
Her future rests in her own two hands.





As the sun rose one beautiful day
Sophie felt eager – she had something to say.
She ran to the living room, there sat Mom and Dad,
And told them about the idea she'd had.
"I've considered it deeply, the truth be told –
Why should I wait until I grow old?"

"I had an idea of my very own
Something to add to every cellphone.
I'd like to create a new kind of app
To connect kids as quick as a snap
They'll work together on all things green
In the exciting projects like you've ever seen.



"That sounds great, Sophie, please tell us more
What kind of uses is your app for?"
"Kids have too many toys," Sophie said, "and today,
It's more than a waste, in such a big way.
If a kid has a toy that they no longer use
They can the app to spread the news.



"Owners post photos of their toys
Then kids sign up for turns, both girls and boys.
The toys will get love from lots of new faces
They'll travel around to interesting places.
With an organized list, each kid gets a turn
Sustainability is the value they'll learn."

“What an idea! How fantastic, how great!
This ToySwap app you’re going to create.
We’re sure that you’ll make this idea a hit
Kids will be rushing to download and use it.
From this day on, we declare your new name:

Our Sophie – entrepreneur of fame!”



“What’s an entrepreneur?” Sophie had to ask,
Because entrepreneur sounded like such a big task.
“It’s someone with an idea to make something new
A product or service, and she makes it come true.
Supervising the process right from the start
Her management skills are quite an art.
She’s like a magician with a wand to wave,
To make dreams come true, she’s got to be brave.
Ideas for inventions to help and to heal
New creations with worldwide appeal.
To ensure that the wand fulfills her plan,
She’ll need others to help – surely they can.”

“So now,” Sophie said to Dad and to Mom,
How can I take push idea along?”

“The roles in your project are more than just one.
So others will help you to get it done.
You’ve got many smart friends who want to help out
You’ll decide which jobs fit which, like a talent scout.”

“Thanks!” said Sophie, “I’ll make my choices among
my friends, I know they’ll work toward
the very best ends.”



Human relations manager is where she'll start
Choosing employees is a quite a fine art.
Her role is to know what each job requires
For each position, she recruits new hires.
She sets top conditions for each of the staff
Constantly working on their behalf.

She listens to all, just like a good mom
Throughout the day, she maintains her calm.
She attends to each one's wants and needs
The human connection she directs and leads
Supporting and knowing just what to say
For both mom and manager, it's part of her day.

For human relations, it's Sandra I'll choose
'Cause she listens to everyone's personal views.
She gets to know people's dearest dreams
And deftly inspires them to work in teams.
Sandra accepts, cares, and inspires the group
In human relations, she'll direct the troop.



The product manager is what we need next
She takes ideas and writes the specs.
She'll plan the details for the ToySwap app
So people can use it with a simple tap.
ToySwap will work on computer and phone
So each person can use it with what they own.

A product manager is like an inventor of candy
For delicious creations, she's more than handy.
What colors look tasty, how much sugar to add,
Chocolate, vanilla, and frosting a tad.
The candies look delicious, in flavors so yummy
Each kid will want some in their tummy.

Dana will be the product manager for us
For ToySwap she'll be a major plus.
Dana's creative, a whiz at computers and math
She'll plan the details for the ToySwap path.
What features it has and how they run
Descriptions of toys, she'll plan each one.



A technical support manager must have no fear
Of explaining the app and making it clear.
If someone has trouble making ToySwap work
She's able to simplify its every quirk.

The technical support manager's like a teacher
Explaining is her very best feature.
She knows how to teach, encourage, and aid
She helps kids to learn and get a high grade.
With her every kid's at the top of the class
When taking a test, for sure they will pass.



For technical support, Maria's our girl
Her knowledge of apps is quite a rare pearl.
She'll fix every problem without delay
So ToySwap users won't go astray.
Maria will ensure that kids succeed
To swap their toys with ease and speed.





How will kids learn that ToySwap is here?
That's a good question, but have no fear,
The marketing manager is clever and wise
To spread the word and advertise.
She places ads in media channels galore
Describing the app and what it's used for.

A marketing manager creates ads that sell
With eye-catching ads, our app will do well.
The ads tell the world what ToySwap can do
Explaining its functions through and through.
When the ads are put in all the right places
They reach the largest number of faces.

Joelle is perfect for the marketing role
She'll design catchy ads to reach our goal.
With signs in daycares, parks, and schools
And videos on YouTube as one of her tools
Newspapers, magazines, and TV
Ads everywhere the eye can see.



If in the future we want to expand
Across oceans and to every new land
A business developer will lead the way
Adding new functions without delay.

ToySwap will expand to clothes and books
New ideas with interesting hooks

Business developer is like a tour guide
Between many routes she's got to decide.
River or flowers, forest or lake
She knows the very best route to take.

Business development for Mina is top
Pushing things forward without a stop.
Her imagination and ideas don't end
She's got a keen eye for the latest trend
Mina will take ToyApp to all the right places
Traveling abroad and to foreign spaces.



"So let's go, Sophie, we've got a great team,
Now we're ready to move at full steam.
Sophie, Sandra, Dana, Maria, Joelle and Mina are here
To make ToySwap succeed, each one is dear.
Connecting kids to swap as we've seen,
It's lots of fun and perfectly green.

So what's your idea, dear readers and friends?
What other ideas besides toys to lend?
What dream does your crystal ball show?
Which job is yours, and what do you know?

Now we invite you to share your dreams
As entrepreneurs you can choose any theme.

Well be happy to hear what ideas you've got
No matter what it is, we'll love what you've thought.
Sophie succeeded, and so can you
Now you know how to make your dreams come true!



