



## Entrepreneur



### Badge Overview

Find out what it takes to turn a great idea into a successful business. When you've earned this badge, you'll know how to think like an entrepreneur.

### Badge Components

#### 1. Brainstorm business ideas

It is important when developing a business idea to know the specific kind of person it will serve, and this person is your client. Earn this step by completing page 1 of the worksheet.

- You will identify who your client will be, and then come up with 5 ideas for a product or service that serves your chosen client!

#### 2. Improve one idea

Take a look at your list and pick your favorite idea! Earn this step by completing page 2 of the worksheet.

- You will find 3 existing businesses that provide a similar product or service and would be your competitors.
- Decide what they do well and what they could improve, and then figure out what you could change about your idea to ensure you beat your competitors!

#### 3. Get into the financial side of things

There are many costs when it comes to running a business, such as materials, equipment, and labor. Most people cannot afford to start a business alone, so they have to get help funding it! Earn this step by completing page 3 of the worksheet.

- You will list 10 things you will need to start your business and how much they may cost.
- Then you will decide how you will fund your startup.

#### 4. Imagine creating a business

Your brand is very important as it gives your product or service its own unique identity. Earn this step by creating your new brand.

- Include 3 different values or adjectives to describe your business, a slogan or mission, and a logo or ad for your product or service! You can draw, paint, or digitally create it— get creative!

#### 5. Practice sharing your business ideas

Earn this step by preparing a business pitch and present it to your family!

- Be sure to include what you have learned in the previous steps about your client, your competition, your costs, and your brand.
- Watch this Shark Tank [clip](#) for some inspiration!

### Materials

- Something to write with
- Something to write on
- Access to internet
- [My Business Brainstorm Worksheet](#) (for steps 1-3)

### Florida Educational Standards

The content of all Girl Scout national proficiency Badges and Journeys have been correlated by grade level to national and state learning objectives.

[Click here](#) for more information on how Girl Scout Badge-work supports Florida's educational standards.

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Include her name, troop# and the name of the badge she's working on and we'll feature her.

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