



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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