

Entrepreneur

Complete the five steps to earn your Entrepreneur Badge.

1. **Brainstorm business ideas:** Join Jessica to learn more about what an entrepreneur is and brainstorm business ideas!
2. **Improve one idea:** New entrepreneurs often have many different ideas of what they would like their business to look like. Choose one idea that you have for your business and create a business plan to help you get started in establishing your business.

The example business plan below will help you get started!

Business Plan Outline Guide

Business Concept

1. What's your Big Idea? Describe your product or service.
 - How is it different from other businesses? What are your selling points?
 - Why will people want to buy from you?
2. How will the company run? Who will do what?
3. What's your vision or mission for the business?
4. How did you pick your business name? What does it mean to you?

Target Market

1. What types of people will buy your product or service?
 - Profile of your customers - age, job, what they like to do
 - Where are they located?
2. What is their problem that you are solving?

Marketing and Sales

1. Sales process to find customers– will you walk to door-to-door, or get a table at an event?
2. Marketing Plan - how you will communicate with potential customers, and costs
 - Advertising
 - Website, social media and using the Internet to promote your business
 - Flyers
3. Pricing - how much will you charge? Will you offer any discounts? When?

3. **Get into the financial side of things:** Finances are a very important part of running a successful business. In this [video](#) you will learn all about how to create a budget and manage your money responsibly.

Take the ideas you learn from watching this video and apply them as you create a basic budget for your business.

4. **Imagine creating a business:** Imagine you are creating your own business. What business will you open? What service/product will you provide? What steps will you need to take to begin building your business?
5. **Practice sharing your business ideas:** Share your business with your friends and family either virtually or in person and get their feedback!