

Budding Entrepreneur

An entrepreneur is someone who finds ways to help people and solve problems. They are curious about how things work and see each setback as a chance to make things better. In this badge, you'll become an entrepreneur!

Steps

1. Come up with an idea that makes life better
2. Share your idea with others to get feedback
3. Improve your idea
4. Share how your idea works
5. Pitch your idea to an audience

Purpose

When I've earned this badge, I will have come up with an idea for something that solves a problem, gotten feedback on it, and pitched it to others—all things that entrepreneurs do!



You Are a Cookie Entrepreneur™!

When you sell Girl Scout Cookies®, you belong to the largest girl-led entrepreneurial program in the world! The skills you use—like setting goals, making decisions, and talking to people—are all part of being an entrepreneur.



STEP

1 Come up with an idea that makes life better

Every step has three choices. Do ONE choice to complete each step.
Inspired?
Do more!

Think of something you do or use that could be improved or fixed, or come up with an idea that would make life easier or better. Use your imagination and be creative! You can work on your own, with a partner, or in a small group. Then create a prototype. You might even come up with a few ideas before deciding on one.

CHOICES—DO ONE:

☐ **Look around where you live.** What are some things that bug you or that you notice could use help? For example, if you have trouble reaching things on a high shelf, what could help? What can you create to remind you to brush your teeth? How can you make a chore easier to do? Come up with an idea, then create your prototype!

OR

☐ **Look around your meeting room, school, or community.** How could you make a traffic crossing safer? Do you see any equipment at a playground or park that could be improved? Come up with an idea, then create your prototype!

OR

☐ **Get inspired by female entrepreneurs.** With the help of an adult, go online or to the library and find stories that interest you. How did these women or girls handle success and failure along the way? How did they come up with their ideas? Get inspired, then come up with your own idea and create your prototype!

Prototype Helper

Creating a model of your product will help your idea come to life! Don't worry, it doesn't have to be perfect. You can use craft supplies, such as clay, craft sticks, and colored markers. You can also look for things that are about to go in the recycling or trash bin, like corks from bottles, cardboard paper rolls, shoeboxes, plastic bottles, milk cartons, buttons, egg cartons, food takeout cartons, straws, or Bubble Wrap.



Words to Know

Brainstorm: A fun word that means coming up with new ideas and different ways to solve a problem.

Entrepreneur: Someone who creates something or finds a way to help people and solve problems. Entrepreneurs use their ideas to create a business.

Entrepreneurial mindset: A way of thinking that can help you try something new or solve a problem. You can think like an entrepreneur every day by being curious, embracing challenges, and trying again when something doesn't work.

Feedback: An opinion, or what someone thinks about your idea.

Model: Something you build to show another person what your idea will look like.

Pitch: When you share your idea with people in a way that gets them excited and eager to support you as you bring your idea to life.

Product: Something that is made to be sold or used.

Prototype: A quick way to show how your idea works. It can be as simple as a drawing or a working 3-D model made with things like cardboard, paper, or string.



STEP 2 Share your idea with others to get feedback

An entrepreneur will find out how to make her idea the best it can be! Share your idea with others to see how you can improve it. Find out what people like or would change about your idea. Think about whether the person you're talking to is someone who would use your product. That person might be your future customer!

Getting Feedback

When someone gives you opinions or information, or offers you a way to make something better, that's called **feedback**. To get feedback on your idea, say:

- *My idea is [this] that will [do or help this]. (Explain your idea and talk about why you created it.)*
- *What is one thing you like about it?*
- *What is one thing you would change?*
- *Would you buy or use this? Why or why not?*

CHOICES—DO ONE:

- ☐ **Share your idea with your friends and family.** Talk to more than one person. The more feedback you get, the more you can improve your idea!

OR

- ☐ **Share your idea with your Girl Scout friends.** Have them tell you what they like about your idea and what they would change.

OR

- ☐ **Share your idea with people in your community.** Some examples would be your soccer coach, a librarian, or the cashier at a grocery store.



*Advice from Susan Bulkeley Butler, business leader, mentor, role model, and author of **Become the CEO of You, Inc.***

Be the CEO of You: Business Is a Team Sport!

One of the most important lessons you'll learn is that you will need to involve other people to get great things done. Most people will enjoy helping you succeed, so don't be afraid to ask for help.

STEP 3 Improve your idea

Now that you've heard what other people (including potential future customers) think about your idea, decide what changes you will make to improve it. Entrepreneurs know that in order to be successful, they might face many stumbling blocks along the way! They aren't afraid to try something and have it not work. They know that's just part of the process of improving their idea and bringing it to life. Coming up with an idea is only the beginning. Keep trying and growing your idea!

CHOICES—DO ONE:

- ☐ **Make a change to improve your idea.** Take a look at the feedback you received and make the changes to your prototype that you think will improve your product. Your changes might include things like adding something new, rearranging your design, or replacing one thing with another.

OR

- ☐ **Come up with two different ideas and test them.** You might have heard one or two fixes that you want to try. Create two new prototypes that are different, then find out which one people like better by getting more feedback.

OR

- ☐ **Start over!** Entrepreneurs often need to start fresh and redo their ideas. When a person cooks or bakes, sometimes they realize that a certain ingredient or recipe isn't working. So what do they do? They learn from the experience and start over.

IDEA SPARK Here's an idea for a product that came from a kid like you!

To cool down her hot food, a girl designed a fork with a fan attached.





She Did It!

Kathryn “KK Gregory” was a 10-year-old Girl Scout when she invented a fleece sleeve that can be worn underneath coats and mittens to keep kids’ wrists warm while playing in the snow. She tested her “Wristies” on her Girl Scout troop by making 12 pairs for sledding day, and they all loved them. Local stores soon started selling Wristies and her company grew quickly. “I never planned to start a business. I just came up with an idea to solve my problem,” says KK. “The hardest part for me was when I was young, some of the men I would meet for business would ignore me, reaching to shake my mother’s hand, thinking she wasn’t able to get a babysitter. I would have to stand up straight, look them in the eyes, smile, and introduce myself as the inventor.”

Kathryn “KK” Gregory Greer,
Principle Leader, Wristies

STEP

4 Share how your idea works

Once you have made changes to improve your idea, find a way to show it to the world. Choose one option in this step, but make sure to get feedback again and use that feedback to make even more adjustments.

CHOICES—DO ONE:



Finalize your prototype to show how your idea works.

Continue designing and building your model so it looks and works more like the final version of how your product would.

OR



Draw a poster that shows your idea in action. Make sure you write or draw all the things your product can do. What are you most proud of?

OR



Make a video of how your idea works. Ask a friend or family member to record you showing how your product works. Make it fun and pretend you're selling your product to possible customers! You can also take pictures and make a slide show. **For More FUN:** Create storyboards: On the next page or separate pieces of paper, sketch drawings that show how your product works with a short description underneath each. Filmmakers use storyboards to plan their shots.>

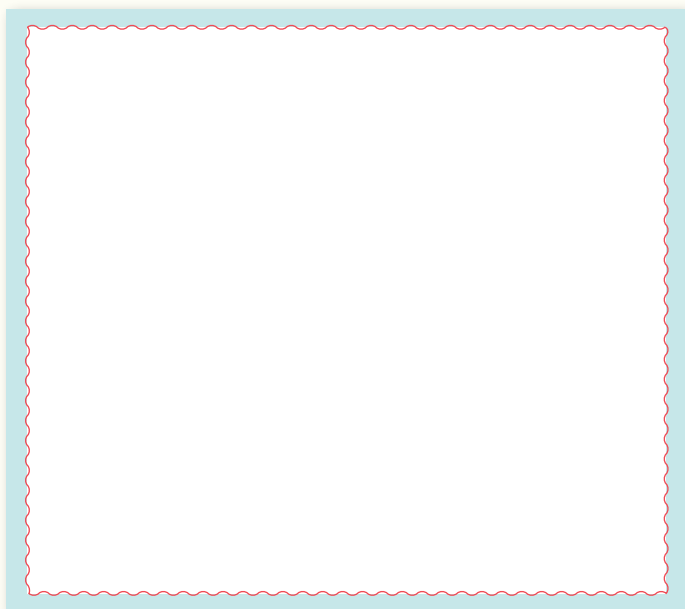
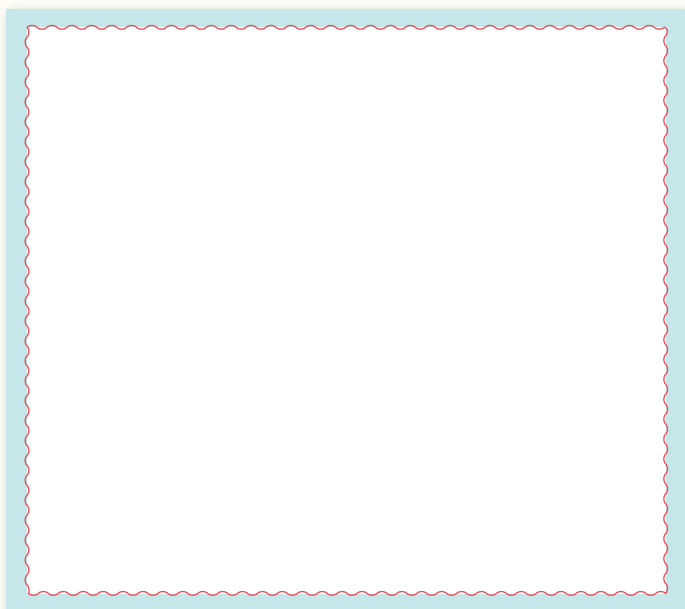
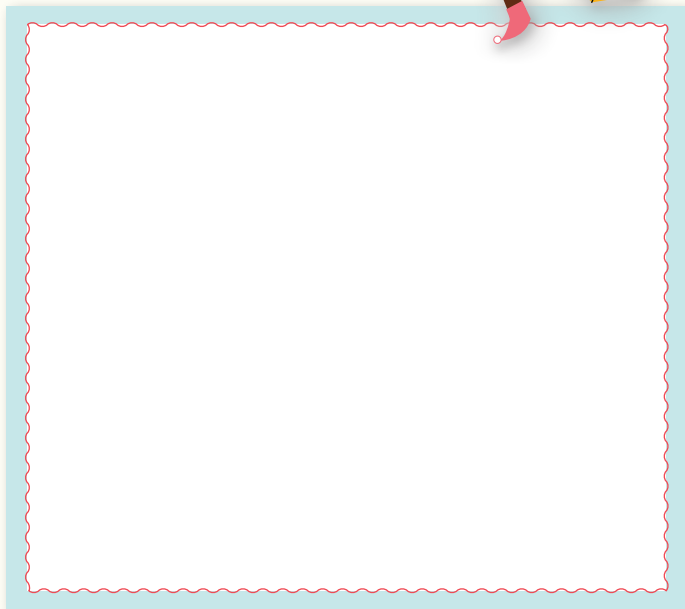
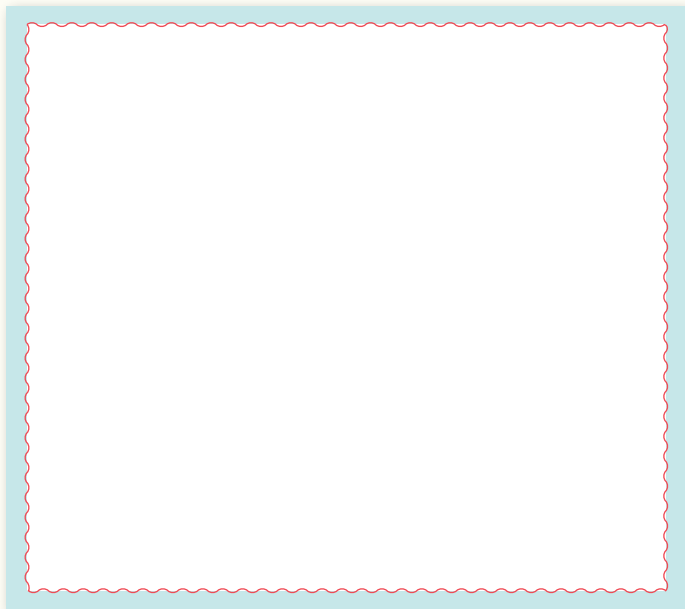
IDEA SPARK

One idea for a product that came from a kid like you!

One girl invented a plastic tube that wraps around crayons to protect them from breaking.

Here's an idea for a product that came from a kid like you!

Draw Your Own Storyboard



5 Steps to a Pitch



1 Introduce yourself (and your team, if you are working with a small group).



2 Show your idea using whatever you made in Step 4 of this badge and talk about what it does.



3 Describe who will use your product and why. (Who are your customers?)



4 Share where customers might buy your product and how much it should cost.



5 Invite your audience to ask questions.



STEP **5** Pitch your idea to an audience

A pitch is when you share your idea with people in a way that gets them excited and eager to support you as you bring your idea to life. When you see a salesperson explaining a product and asking you to buy it, that's a pitch. If you try to persuade your parents to get you something you want, you make a pitch about why you should have it. In Step 4, you created something that shows what your idea does. Now take what you created in Step 4 and pitch it to a group of people.

CHOICES—DO ONE:

- ☐ **Pitch your idea to your family.** You can practice your pitch at home and then make changes before you present it to the world.

OR

- ☐ **Pitch your idea to your Girl Scout friends.** Ask your troop leader if you can present your idea at a meeting. Or, if your Girl Scout sisters are also earning this badge, suggest a meeting where you all present your ideas to each other.

OR

- ☐ **Pitch your idea at school.** Ask your teacher if you can pitch your idea in a classroom to other students or maybe at a table during lunch or break time.

IDEA SPARK Here's an idea for a product that came from kids like you!

Two girls and a boy came up with a bug vacuum that safely takes bugs from indoors to outdoors without hurting them.

**Now that I've earned this badge,
I can give service by:**

- Using my entrepreneur skills to come up with ideas for a service project or to take action to solve a problem in my community
- Showing a friend how to get feedback for an idea
- Teaching a younger girl how to make a pitch

I'm inspired to:

Made possible by a generous gift from Susan Bulkeley Butler, author of *Become the CEO of You, Inc.*

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