

Business Startup Badge

Activity Choice Descriptions

Walk your girls through the activity choices and let them decide which ones they like best.

Meeting 2 Activity Choices

Revise Your Prototype

Research Trends: Find trends or issues related to your latest iteration. Look at industry research reports related to your product, service, or technology. Re-envision your prototype based on what you find.

Talk to an Industry Professional: Find someone with specific expertise in the field your idea is related to. Get their advice and make changes to improve your idea.

Target Your Potential Customer: Identify who is most likely to use your product or service, then talk to at least three of these potential customers (often called the “target market”).

Create Your Business Plan

Develop a Brick-and-Mortar Solution: “Brick and mortar” is a term referring to an actual building, retail store, or office where customers would come to buy your product, service, or technology. Your business plan would include this.

Make a Plan to Produce: Does your product, service, or technology require people and materials to make or operate it? If so, as you work on your business plan, decide what the needs are—including materials, cost, and where you’ll find them.

Design Your Brand Messaging: If your product, technology, or service will be delivered online, sketch out what your website, brand, and messaging will look like.

Pitch Your Business Plan

Pitch to a Marketing Expert: We will invite a marketing expert to hear your business plan pitch and give you feedback.

Pitch to a Finance Professional: We will invite a finance professional to hear your business plan pitch and give you feedback.

Pitch to Your Family and Friends: In the meeting, prepare a pitch and practice on the other girls in the group. Then share your business plan with your family or friends.