

Entrepreneur Accelerator Badge

Activity Choice Descriptions

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

Meeting 2 Activity Choices

Conduct Market Research

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 Business Owners: Get feedback from at least two business people who have access to or experience with people who fit your customer profile.

Conduct a Focus Group: Identify who is most likely to use your product or service, then conduct a focus group.

Come Up With a Business Model

Research Online: Use your research to figure out what the best business model for your product, service, or technology might be. Then draw up your business plan.

Develop a Business Model with a Mentor: Work on your business model and plan with your mentor.

Develop More Than One Model: Look at two different ways to approach your business, or a combination of models like online and retail sales. Then create your plan.

Pitch Your Business

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 Friends and Family: 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.