



Ambassador Entrepreneur Accelerator

Pillar: Entrepreneurship

When you've earned this badge, you will have the skills to come up with a business idea, produce a prototype, identify your customers, solicit feedback, improve your idea, then create a business plan and pitch it.



Ambassadors will follow these steps to earn their badge:

1. Come up with a business idea and create a prototype. (Discover, Take Action)
 - a. If you do not have any background in completing Entrepreneurship Badges, please view the Cadette/Senior badge sheet: <https://www.gsksmo.org/content/dam/girlscouts-gsksmo/OtherDocuments/virtual/CS-Entrepreneur-Badges.pdf>. There you will find helpful steps and videos that you can use to gain some background knowledge.
 - b. Brainstorm your business ideas. Create a list of what people need to make life better. How will your idea fulfill that need? Narrow down your list to your top three ideas and begin more in-depth research to settle on one. Decide the mission of your business. Your mission is your big idea of your business and what it can/will do for people to make life happier, easier, and better!
 - c. Create a prototype, assemble a focus group to try it out and give feedback, then take the feedback and revise your prototype to make it better.
2. Develop a customer profile. (Discover, Connect)
 - a. A customer profile is a way to understand the needs and wants of your customer base. Understanding of these profiles will help you make design decisions concerning your business. Begin by identifying who your customer will be, how they will use/engage with your product, how it all fits together in your business mission. Decide what kind of customer service your customer will expect/require and devise a plan to be able to offer it. Develop a spreadsheet, or document of some kind to organize your notes and ideas!
 - b. Survey your customers! When you find your target audience, get their feedback. Use the feedback to improve your design, idea and/or prototype! Add your notes to your document. Continue to align everything with your overall mission. Do not be afraid to use the customer feedback to also evaluate and improve your mission!
 - c. Keep updating your customer profiles! As your business grows, your customer base might grow too! Bring them in! Get more feedback! Update your business to meet the needs of your customers! Always be ready for change, improvement, and new and exciting ideas!
3. Conduct market research. (Discover, Connect)
 - a. Market research is gathering information about who your buyers are, how and where your target audience are likely to look for your product, who your competition is, what pricing is right for your customers but will provide enough profit for you to sustain your company, what challenges you and your customers might face. The first step is to brainstorm a list of questions that will allow you to gather as much information as you can to make your business as amazing and successful as it can be! Here is an overview of market research: <https://www.youtube.com/watch?v=b-hDg7699S0> focus on primary market research for your badge! Use your list of questions and develop a questionnaire to begin your research!
 - b. Gather your focus group. Make sure it includes your target audience of potential customers and people who know how business works. Send out your questionnaire to begin your primary market research. Ask for honest feedback.
 - c. Find a small business in your community. Ask to set up an interview with the owner(s). Ask them how they got started, how they conducted their market and customer research, what kind of



business plan they used and any other questions that might help you understand the process of being a successful business owner.

4. Come up with a business model. (Discover, Connect)
 - a. A business model is how your company is going to make a profit. Here is where you use all the knowledge you have gained from the above activities to plan for your business. Gather and organize your research. Make three lists: What does it take to make your product? (materials, labor, costs) What do I need to sell my product? (marketing, distribution, delivery) What do I need to do to secure the sale and keep the customer coming back? (customer information, customer service)
 - b. Design a visual representation that highlights the research and organization you have done in the form of a graphic organizer or infographic. This is a visual guide of what you envision your business to provide based on research. It should answer all the questions in the above step. It should be easy to follow for the viewer and easy for you to talk about. This is an example: <https://venturefounders.com/business-model-canvas/> You can also do a Google search for images.
 - c. Talk to a small business owner in your community about their business model, and how they developed it.
5. Pitch your business. (Discover, Take Action)
 - a. Research how to make a pitch for your product. Begin learning about sales pitches here: https://www.youtube.com/watch?v=XWRtG_PDRik and here: <https://www.youtube.com/watch?v=w28idSfNBnc>. Can you find information about an Elevator Pitch?
 - b. Using your business model, come up with an in-depth walk through of all aspects of your business, then come up with a 3-minute pitch that you could give. Can you come up with larger visual aids to help you make your pitch? Be creative and tell your business's story!
 - c. Give your pitch. This would be another great way to use your focus group! Have them listen to your pitch and give feedback. Adjust and revise your pitch to make it better!

Extend your learning! Once you have completed this badge and have a grasp on a business idea and plan, apply the above requirements to your cookie business. Create a display, something that could make cookie sales or delivery a safe option during COVID-19. Design your prototype, revise it, create a business plan to share with other troops and/or your Service Unit, then make your pitch! Consider a digital approach! Can you create a webpage for your idea or product? Can you come up with a social media campaign? Will you design business cards? See if what you propose could help increase your cookie sales this year!

When you're finished: Congratulations, you have earned your badge! You can purchase online at <https://www.girlscoutshop.com/ambassador-entrepreneur-accelerator-badge> or by visiting us in person. Book your appointment at www.gsksmo.org/shop.



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You can also purchase your Girl Scout Virtual main patch and bars through our online store or in person. Begin your shopping experience at <https://www.gsksmo.org/en/our-council/shop.html>

No shipping charges apply at this time.

