



## Brownie Budding Entrepreneur Badge

### **Pillar:** Entrepreneurship

When you've earned this badge, you 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!



An **entrepreneur** is someone who comes up with new ways to solve problems, and many entrepreneurs create businesses with their ideas. They might improve something that already exists or make something new. You can watch this video for an explanation of an entrepreneur [https://www.youtube.com/watch?v=PFx\\_dUGJl9M](https://www.youtube.com/watch?v=PFx_dUGJl9M)

### **Brownies will follow these steps to earn their badge:**

1. Come up with an idea that makes life better. (Discover/Connect)
  - a. Talk with a friend or an adult about their daily routine. What tasks do they complete on a daily basis? What could make those daily tasks go more smoothly? The sky is the limit on ideas! You could invent a better electric toothbrush, or find a new place for your toys to live. Maybe your teacher needs a better way to organize something in your classroom. Think about little ideas that could make life easier and more fun.
  - b. Brainstorm ideas for a product or a way of doing things that would make their tasks easier or more enjoyable. Brainstorming means to think of new ideas and different ways to solve a problem. There are no wrong answers! Don't discard any wild ideas at this point.
2. Share your idea with others to get feedback. (Discover/Connect)
  - a. Take the list of ideas that you brainstormed and share them with person they would help. Narrow down your list to the top two or three, and then discuss the pros and cons of each. Based on the feedback and opinions of the person your idea will help, choose one idea to focus on.
3. Improve your idea. (Discover/Connect)
  - a. Using the one idea that you selected, think about ways you could make it better. Can you use different materials to create a helpful product? Can you organize an area differently to make it more user-friendly? How can you use what you have at home to make improvements without buying any materials? Make a prototype (a model or drawing) of your product, or give the process you created a test run.
4. Share how your idea works. (Connect/Take Action)
  - a. Talk again with the person your idea will help. Explain to them your original idea and how you improved upon it. Share with them how to use the product you thought of or the new system that will help make life better.
5. Pitch your idea to an audience. (Connect/Take Action)
  - a. Once you've shared how your idea works, share it with a larger group. That could be your whole family, your Girl Scout Troop or your classmates. Make your pitch in a way that will make your



audience excited and eager to support your new idea. Be creative! You could make your pitch with a poster, a video, a speech, or a demonstration.

How did your idea work? Did it solve the problem? Did it make a task easier or more fun for the person you were helping? Will you and your audience use the idea in the future?

**When you're finished:** Congratulations, you have earned your Budding Entrepreneur Badge! You can purchase online at <https://www.girlscoutshop.com/brownie-budding-entrepreneur-badge>. We may also have in stock at the GSKSMO Shop. Book your appointment now at [www.gksmo.org/shop](http://www.gksmo.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 [www.gksmo.org/shop](http://www.gksmo.org/shop)

No shipping charges apply at this time.

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