



## Cadette Business Creator and Senior Business Startup

Pillar: Entrepreneurship

When you've earned your badge, you will have learned to think like an entrepreneur when you come up with a business idea, design a prototype, solicit feedback, improve your idea, then create a business plan and pitch it.



### Cadettes and Seniors will follow these steps to earn their badge:

1. Come up with an idea that solves a problem. (Discover, Take Action)
  - a. Learn about being an entrepreneur here: <https://www.youtube.com/watch?v=lJjILOu2xM8>  
Brainstorm a list of real life problems. Then under each problem, ideas to solve the problems.
  - b. Narrow the list. What problems need an immediate solution? Which solutions are something you have the skill set to tackle? Start with your top three choices and begin a deeper dive. You might begin listing people and skill sets you will need on your team to turn your idea into reality. Will you need an engineer, coder, designer, artist, someone who can write well, or talk to large groups of people and sell an idea? Where do you fit in and where do you need help?
  - c. Watch some real-life women leaders and their ideas on how to be successful. <https://www.entrepreneur.com/article/321349> Then research your ideas and possible solutions. Find out what already exists, where there are gaps in solutions or how to improve what is already available. What can you do or create and then outline how you might go about making it a business.
2. Design a prototype and get feedback. (Discover, Connect)
  - a. Choose one or two top ideas. Begin with sketches, descriptions, the how and why. Think of all the questions that could be asked and come up with all the answers that you can. Make a materials list. Watch this video to get started and watch where an invention will go next: <https://www.youtube.com/watch?v=rqQrDkWtFqE> Here is a video about how to make a cardboard prototype: [https://www.youtube.com/watch?v=k\\_9Q-KDSb9o](https://www.youtube.com/watch?v=k_9Q-KDSb9o)
  - b. Build a prototype with household items, if your plan is not a tangible item, develop it in detail. Create story boards with scenarios.
  - c. Create a focus group. Gather a group of family members and/or friends. Describe to them the problem you identified and what your solution is. Give them your prototype and have them use it.
  - d. Record what your focus group is saying and doing. If they ask questions, answer them and if you cannot, write the questions so that you can research, and problem solve them. Have your focus group try to find flaws. Record the flaws for research and problem solving. This is the time and place to find problems, ideas for ways to improve, and get both positive and negative feedback. Remember! No idea is ever perfect right out of the gate. Great ideas take time, effort, and constructive criticism. Do not be offended if your focus group picks your idea and prototype apart! You want and need them to do that! It will only make you and your product better!
3. Revise your prototype. (Discover, Take Action)
  - a. Try out your prototype. Use it differently. How might someone else use it differently? Make adjustments to fix any problems you are seeing.



- b. Go back into your notes from your focus group. Investigate the feedback and make changes to your prototype. Rework all possible ideas that came from the group. Now it the time to begin again with a new and improved design, build or idea.
    - c. Resolve issues that came up during your test group, answer questions that were posed and when additional questions come up as you go through the study, research and problem solve to find answers.
  4. Create your business plan. (Discover, Connect)
    - a. Research business plans and get an understanding of what is necessary. Watch about the first seven minutes of this video to begin learning what a business plan is and what it needs: <https://www.youtube.com/watch?v=Fqch5OrUPvA>. This article focuses on a business plan for a young person: <https://notsoformulaic.com/writing-business-plan-life-skills-screen-free/>, it is a good read to learn more about a more simple business plan.
    - b. Try writing a business plan of your own. Try to come up with a vision for your product. Can you write a mission statement that will let others know of your vision? How will your product help others? Include in your business plan, goals for your product. What do you expect your product to do? Why should people buy it? What makes your product better than others?
    - c. Have someone who knows about business review your plan and make suggestions. Revise your plan to make it better.
  5. Make your pitch (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](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 plan, come up with a short pitch for your product.
    - 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! 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/cadette-business-creator-badge> or <https://www.girlscoutshop.com/senior-business-startup-badge>. We may also have these badges in stock at the GSKSMO Shop. Book your appointment now at [www.gsksmo.org/shop](http://www.gsksmo.org/shop).



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-  ENTREPRENEUR
-  HEALTHY LIVING
-  ARTS & CULTURE
-  GS BIRTHDAY
-  OUR PLANET
-  CELEBRATE

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.gsksmo.org/shop](http://www.gsksmo.org/shop)

No shipping charges apply at this time.

