



## Daisy Toy Business Designer Badge

### Pillar: Entrepreneurship

When you've earned this badge, you will have come up with an idea for a toy, designed it, made it better, and shared it—just like an entrepreneur!

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\\_dUGJI9M](https://www.youtube.com/watch?v=PFx_dUGJI9M)



### Daisies will earn this badge by:

- 1) Come up with an idea for a toy (Discover)
  - a) Go to a place that inspires creative thinking. Take a piece of paper and your drawing supplies with you. When you're comfortable, ask yourself: What are some different kinds of toys? What activities make you happy? Could you make your favorite or least-favorite toy even better?
  - b) Draw some ideas of toys. Once you have a few ideas, choose your favorite. Then, take a fresh sheet of paper and make a more detailed drawing. Try to show how it works and what makes it fun.
  - c) You can follow along with this video from GSUSA <https://www.girlscouts.org/en/girl-scouts-at-home/activities-for-girls/daisies/daisy-toy-business-designer-badge-activity.html>
- 2) Make your idea even better (Discover, Connect)
  - a) Do you think your toy would work? Can you make it different colors or sizes? How can you make it better so other people will want to play with it too?
  - b) Ask an adult or troop member what they think of your toy idea and discuss what changes you could make to your toy.
- 3) Pitch your idea (Connect, Take Action)
  - a) A **pitch** is a presentation of a plan to start a business. A pitch usually includes what the idea is, what the idea does, who would use the idea and how much money you need to make it. Make your pitch and present it to members of your household, classmates or your Girl Scout Troop! Be sure to include pictures of your idea.
  - b) You can watch this video of young entrepreneurs on Shark Tank pitch their ideas to get more money and support <https://www.youtube.com/watch?v=XKXe41X-Pc>

**When you're finished:** Congratulations, you have earned your badge! Purchase online at <https://www.girlscoutshop.com/daisy-toy-business-designer-badge>.

Purchase your Girl Scout Virtual main patch and bars at [gsksmo.org/orderpatches](https://gsksmo.org/orderpatches)

