



## Junior Business Jumpstart 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, shared your idea, and pitched it to others - just like an entrepreneur!



### Juniors will follow these steps to earn their badge:

1. Create a prototype for a product, service, or technology that solves a problem (Discover, Connect)
  - a. Discuss what a business entrepreneur is. What do you think it means?
    - i. Think about how a lemonade stand works? What about a bake sale? Discuss both of these types of businesses.
    - ii. Think about the first Girl Scout cookies. What made them so popular?
    - iii. Discuss the Girl Scout cookie program. What skills are needed to complete the sale?
      1. Check out how Girl Scout cookies came to be:  
<https://www.youtube.com/watch?v=bvSPOZaGknk>
    - iv. Research business entrepreneurs or female business leaders to evaluate the kind of products they promote.
  - b. Have each girl draw up plans or work on a prototype of her choosing
  - c. Share the prototypes and have the girls vote on the best one; girls can take turns presenting
  - d. Have each girl work on the selected prototype and test it out.
2. Brainstorm a list of ideas for your troop
  - a. Who can you ask to see if your product, service, or technology worked?
  - b. Discuss with your troop different types of feedback
    - i. What are focus groups? Surveys? Demonstrations?
    - ii. Who are the experts in your prototype, product, service, etc.
  - c. Make a list of questions for feedback and send it out to your audience
    - i. How will you use this feedback?
    - ii. Is the feedback negative or positive?
    - iii. Why did you pick this audience for feedback?
    - iv. What did you learn from your feedback to help you with your product/service/prototype?
3. Get feedback
  - a. Who can you ask to see if your product, service, or technology worked?
  - b. Discuss with your troop different types of feedback
    - i. What are focus groups? Surveys? Demonstrations?
    - ii. Who are the experts in your prototype, product, service, etc.
  - c. Make a list of questions for feedback and send it out to your audience
    - i. How will you use this feedback?
    - ii. Is the feedback negative or positive?
    - iii. Why did you pick this audience for feedback?
    - iv. What did you learn from your feedback to help you with your product/service/prototype?
4. Revise your prototype
  - a. What did you change? Why did you change it?
  - b. Test your prototype to ensure it works the way you want it to
5. Come up with a pitch
  - a. What is a pitch?
  - b. Write your own pitch for your product or service
  - c. Practice your pitch
  - d. Check out this video about pitch: <https://www.youtube.com/watch?v=NZkhAYaH5IE>



- 6. Pitch your idea to an audience
  - a. Share with your family, friends, or other troops
  - b. Create a video for your pitch

To extend your learning, complete the Junior Jeweler Badge and use the above steps to create your own jewelry business. After you have participated in the cookie program, create your jewelry business as a troop! Be sure to complete a Troop Money Earning application to sell your new products.

**When you're finished:** Congratulations, you have earned your badge! You can purchase online at <https://www.girlscoutshop.com/junior-business-jumpstart-badge>.



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

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