



Being an Entrepreneur

Extension Activity

Entrepreneurship, start-ups, and self-employment will be a choice for many workers in the future. Business and social entrepreneurs are individuals who start businesses in hopes of making a profit or spurring social change.

Entrepreneurs:

- ✓ Possess a specific industry expertise.
- ✓ Gather team players with diverse skills and backgrounds.
- ✓ Have financial planning skills.
- ✓ Possess the insight, creativity, and skills to face the challenges of a new and growing company.
- ✓ Deliver quality products and services in a timely manner to customers.

Group Assignment:

Create a new company that fills a particular need or want for today's teens (a new smartphone app store, a new backpack design, or a protein snack bar, for example). Create a PowerPoint presentation showing the features of your new company and share it with the class.

What you need to do:

1. Decide on a need or service you wish to fill, then create a company with brand recognition. Brand recognition makes a company easy for consumers to identify (think of Nike, McDonald's, and Apple). Branding can be a unique name, identity, slogan, logo, font, or color scheme associated with a product or service. Create a brand for your company that will persuade customers to buy your product or service.
2. Create a five-slide PowerPoint (or paper-based) presentation introducing your new company to the class. Include the company's name, the product or service for sale, and the company's unique features and benefits. Use graphics for colorful appeal.
3. Present your work to the class. A three-judge student panel will review your work using the New Business Peer Review Sheet on Page 20. Be sure to review this sheet beforehand to see how your presentation and product will be judged.