Entrepreneurship Project Brief

Learning Objectives
- Identify potential business opportunities around skills & talents
- Create and present a business plan
- Explain cost and profit margin
- Identify abilities and skills needed to take an idea to market
- Develop business agreements
- Identify and manage available resources to make a business successful

Fair Projects (building)
- Sample of the product or service
- Educational Display of trade-show type booth of the product or service
- Completed business plan
- Journal or portfolio of how the project evolved: a diary of the process
- Poster detailing completion of one of the activities
- Marketing portion of the Business Plan featuring examples of marketing tools

Demonstration Ideas
- How to present your business to investors (friends, parents, banks, etc.)
- Finding materials for your business online, catalog or local retail
- How to create a business budget you can live with
- How to choose a bank and how to open an account for your business
- How to determine what to charge for your product or service
- How the product is made or service provided
- How to create effective marketing materials for your business
- How to advertise your business in the community

Field Trips
- Scavenger hunt-best and worst prices for the same products
- Interview professionals who provide services to local businesses (banks, insurance companies, real estate offices, investment companies, etc.)
- Shadow a local entrepreneur
- Find something manufactured locally, and trace it back to suppliers, wholesalers and retailers Research organizations that offer help to local entrepreneurs
- Check-out the county Small Business Development Centers (SBDC) or Extension office to see what the University offers for entrepreneurs
- Investigate how to register a business, obtain a license, and get an Employee Identification Number (EIN)
Conservation area

Ideas for Speech Topics
- Present your idea for a business
- Make a presentation to market your business or yourself
- Online business
- Business and personal credit
- Philanthropy/giving back to the community
- Business ethics
- Legal concerns for business
- How famous entrepreneurs got their start
- PowerPoint presentation of the Entrepreneurship Project

Critical Thinking
- What is the definition of an entrepreneur?
- Why are social skills important in the business world?
- Why is it important to have a good credit history?
- Identify legal concerns for a business.
- Name and describe the different categories of businesses.
- How do you determine a selling cost for a product or service?
- What are some ways to give back to the community?
- What are some social skills that are important for good customer service?
- What are the essential parts of a business plan?

Community Service
- Donate a business product or service to charity
- Collect charitable items for the needy at your business location
- Help sponsor a charitable event in your community in exchange for advertising for your business

Science & Technology
How do you use Science and Technology in this project area?
Examples:
- Research competition for your product using online auction sites and the U.S. Patent office website
- Investigate what it would take to sell your product online
- Using paper, draw the pages of a website you could use to place your business online

Show Me Character

Trustworthiness - includes honesty, promise keeping and loyalty.
- Keep your word to customers and employees
- Account for money and inventory accurately

Respect - includes courtesy and proper treatment of people and things.
- Listen to your customers .
- Apologize to your customers when appropriate

Responsibility - includes the pursuit of excellence, accountability and perseverance.
- Organize and plan for business improvement
- Deal with criticism positively

Fairness - involves consistently applying rules and standards appropriately for different age groups and ability levels.
- Keep a consistent code of ethics
- Don't discriminate against customers or employees for personal reasons

Caring - involves promoting the well being of people and things in a young person's world. It denotes action and not just feelings.
- Show you care by donating products or time to someone special
- Give your time to help friends when they are in need

Citizenship - includes making the home community and county a better place to live for you and others.
- Participate in local business community fund raisers
- Get involved in political activity and community decision making
- Practice environmental friendly behavior
- Sponsor youth activities
- Work with or create a non-profit business venture

Show Me Standards

Missouri 4-H members will acquire the knowledge and skills to gather, analyze and apply information and ideas, communicate effectively, recognize and solve problems, make decisions and act as responsible members of society.

4-H members will acquire a solid foundation which includes knowledge of:
- **Physical Education** - consumer health issues (such as the effects of mass media and technologies on safety and health)
- **Communication Arts** - participating in formal and informal presentation and discussions of issues and ideas
- **Mathematics** - data analysis, probability and statistics
- **Science** - characteristics and interactions of living organisms; impact of science, technology and human activity on resources and the environment
- **Social Studies** - economic concepts (including productivity and the market system) and principles (including the laws of supply and demand)

Resources

441 "Be the E" Entrepreneurship
Y620   4-H Project Record
Y4410 Be the E: Entrepreneurship Activity Guide
LG4410 Be the E: Entrepreneurship Helpers Guide

Business Start-Up Guides:
Y4411 Working with Animals
Y4412 Working with Foods
Y4413 Working with Plants
Y4414 Working with Practical Arts
Y4415 Working with Fine Arts
Y4416 Baby-sitting

Entrepreneurship Investigation (ESI)

442 Unit 1
Y620 4-H Project Record
    ** Discover the E-Scene
    ** ESI Leader Guide

443 Unit 2
Y620 4-H Project Record
    **   The Case of ME
    **   ESI Leader Guide

444 Unit 3
Y620 4-H Project Record
    ** Your Business Inspection
    ** ESI Leader Guide

** ESI is the newest literature and is recommended for youth between grades 7-12 (Junior & Senior Levels).

Visit http://4h.unl.edu/esi/ for information on ordering curriculum, supplementary materials, and finding detailed information about the curriculum.

Additional Resources can be found online at: http://4h.missouri.edu/go/programs/vista

To Order
Extension Publications online at http://extension.missouri.edu/explore/shop/or by phone 1-800-292-0969
For additional resources check with your local University of Missouri Extension Center or the 4-H Source Book at http://www.4-hmall.org/educationalresources.aspx.