



Toy Business Designer



Badge Overview

An entrepreneur is someone who comes up with new ways to solve problems and create a business. They might improve something that already exists or make something new. In this badge, you'll find out that being an entrepreneur also means trying, making mistakes, and trying again. Now have some fun getting into the toy business!

Badge Components

1. Come up with an idea for a toy

What is your favorite toy? Is there something you wish that it could do? Or maybe you have even thought of a toy you can't find in a store. To earn this step, come up with your own toy idea and draw it!

- You can watch this [video](#) for some inspiration as you see some famous toys from history. When creating your own toy, think about what makes it special and who will play with it.

2. Make your idea even better

No idea is perfect, there is always room to make it better! One of the best ways to improve your idea is to get feedback from others.

- To earn this step, ask at least 3 family members or friends what they think about your toy idea. Be sure to explain the toy to them and then ask questions like: What do you like about my idea? What would you change and why?
- Then, make some changes to your idea to make it better based on the feedback. You do not have to follow what everyone said, but try to use what they said to make it better in ways you like!

3. Pitch your idea

Now that you have perfected your idea, it is time to pitch, or share, your idea with others and gain their support! You can watch an example of a pitch by a kid just like you [here](#).

- To earn this step, create your own pitch where you fully describe your toy, what makes it special, who will use it, and how much it will cost. You can even create a poster to show off your toy like an ad!

Materials

- Access to internet
- Paper
- Something to draw and color with
- Something to write with

Florida Educational Standards

The content of all Girl Scout national proficiency Badges and Journeys have been correlated by grade level to national and state learning objectives.

[Click here](#) for more information on how Girl Scout Badge-work supports Florida's educational standards.



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We love to see Girl Scouts in action. Snap a photo and send it to marcomm@gssef.org. Include her name, troop# and the name of the badge she's working on and we'll feature her.