



Business Startup



Badge Overview

Do you have an idea for a product, service, or technology that you can turn into a business? Even if you don't, you can learn the skills to find and develop an idea. All you need is curiosity and a desire to think like an entrepreneur. Entrepreneurs start with a process that explores the possibilities for their idea. They often fail before they succeed and use failure as an important tool to learn and improve. Find out more about the entrepreneurial mindset and what it takes to start your own business.

Badge Components

1. Come up with an idea you can turn into a business

A great idea for a business is one that is unique and fills in a gap or solves a problem you see in the world or your community. It can be a product or a service—do you have any great ideas?

- To earn this step, take some time to brainstorm with the help of this [worksheet](#). Once you have brainstormed some ideas, pick your favorite one that you think you could turn into a great business!

2. Design a prototype and get feedback

To earn this step, you first need to design a prototype of your great idea.

- If it is a product, draw it or make a 3-D model! If it is a service, create a visual that shows it off. This could be a drawing or a 3-D example, too!
- Once you have created your prototype, it is time to receive some feedback. Rarely is an idea complete from the start, it takes time to perfect it with the help of others. To earn this step, ask at least 5 family members and/or friends what they think of your prototype.

3. Revise your prototype

It is now time to evaluate the feedback you received. With a wide variety of opinions and ideas, it can be hard to decide what to do with feedback.

- To earn this step, first watch this [video](#) about continuously improving your idea based on feedback and working through the creative process. Then, use the feedback you received, as well as your own thoughts on your prototype, and make improvements.
- Like they mentioned in the video, there are always improvements to be made, so try to go through this process 2 or 3 times to see how you can push your product or service to be even better.

4. Create your business plan

Now that you have an improved product or service, it is time to develop it into a business!

- To earn this step, go through this [worksheet](#) in order to create a business plan.

5. Make your pitch

With a prototype and a business plan, it is time to create your pitch! Entrepreneurs must create a strong pitch in order to gain support of potential investors, marketers, salespeople, customers, etc.

- To earn this step, create your own short pitch that describes your product or service and the key elements of your business plan. To get some inspiration, watch this [video](#) that shows two teens giving their own pitch to potential investors.

Materials

- Access to internet
- Something to write with
- >tq` ,gln f to write on
- [Brainstorming worksheet](#)
- [Business Plan worksheet](#)

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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