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

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

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

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?

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)

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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

Conservation area

Missouri 4-H 4h.missouri.edu
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 1 444 Unit 3
Y620 4-H Project Record Y620 4-H Project Record
** Discover the E-Scene ** Your Business Inspection
** ESI Leader Guide ** ESI Leader Guide

443 Unit 2
Y620 4-H Project Record
** The Case of ME ** 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/](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](http://4h.missouri.edu/go/programs/vista)

To Order

Extension Publications online at [http://extension.missouri.edu/explore/shop/](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](http://www.4-hmall.org/educationalresources.aspx).