

Entrepreneurial Challenge



WHAT IS ENTREPRENEURSHIP?

Through Girl Scouts, girls learn to think like entrepreneurs as they participate in activities that spark curiosity, confidence, and innovation. Research shows that girls are actively interested in becoming entrepreneurs, developing financially stable futures, and using their skills to make a big impact on the world.

ENTREPRENEUR

/,änräprə'när /

noun: An individual who creates a new business, an innovator, a source of new ideas, goods, and services.

ENTREPRENEURIAL MINDSET

/,änräprə'närēäl /'mīn(d)set /

adjective: a way of thinking that encourages problem solving, overcoming challenges, innovation, and creativity.

INSTRUCTIONS

- Once you have completed the number of activities suggested below for your grade level, you can [purchase the Entrepreneurial Challenge patch](#) and proudly add it to your vest or sash.

NUMBER OF ACTIVITIES SUGGESTED FOR EACH GIRL:

DAISY	BROWNIE	JUNIOR	CADETTE	SENIOR	AMBASSADOR
3	5	7	9	10 + 1 "Older Girl"	10 + 1 "Older Girl"

- Share the fun and show off your entrepreneurial accomplishments by posting your photos and videos to Facebook, Instagram, or Twitter using **#GSSN** – or email them to Marketing@girlscoutsnebraska.org.

CHALLENGE OPTIONS FOR ALL GRADE LEVELS

- 1. Visit and interview a local entrepreneur.
- 2. What are some advantages of small businesses owned by women?
- 3. Challenge your family to buy local and from small businesses.
- 4. Draw a picture of a food truck, what food would you sell if you had a food truck?
- 5. Discover what a franchise is. Name three franchises. Which one is your favorite and why?
- 6. Attend, or participate in, a shared event for entrepreneurs such as a craft fair or bake sale.
- 7. Write a quick introduction about yourself. What are you most proud of accomplishing so far?
- 8. Think of a product or service that would make your life easier. Write or draw a description of it.
- 9. What are you good at? What would you like to get better at? Write it down or discuss with a friend or family member.
- 10. Identify three businesses that give back to your community – you can often spot their names on T-shirts, banners, fliers, playbills, etc.
- 11. Entrepreneurs hire others to help them achieve their goals. Create interview questions and interview friends and family. Would you hire them?

- 12. Create a budget – choose a Girl Scout program you would like to attend and figure out how many boxes of Girl Scout Cookies you would need to sell to get there.
- 13. Look for a strong female role model in a commercial or magazine ad. What is the ad promoting? How would you make it better? Write your idea down or discuss with a friend or family member.
- 14. Brainstorm a new way to give back to your community through service. Write down your idea and how you could put it into action. Community service is a great resume builder, an excellent way to network, and an opportunity to build friendship.
- 15. Being an entrepreneur requires good communication. Practice by having a face-to-face or phone conversation with an adult relative or trusted friend. Work on maintaining eye contact, listening, talking, and use this as an opportunity to share an idea.
- 16. In order to thrive, entrepreneurs need customers. Creative and strategic marketing are important factors in driving customers to businesses. Observe marketing materials such as billboards, commercials, and print ads. What catches your eye? What is the “call to action”?
- 17. Learn about Alex’s Lemonade Stand. What cause does it benefit?
- 18. Participate in the Girl Scout Cookie Program or Fall Product Program.
- 19. Think of a business you would like to create. Describe it to someone.
- 20. Set up and run your own lemonade stand, decide where the money will go.
- 21. Visit a non-profit business and ask how they differ from a profit-driven business.
- 22. Create an advertisement for an existing business or a business you would like to start.
- 23. Learn about trademarks and patents – do you own anything that is trademarked or patented?
- 24. Identify five ways you can be an entrepreneur (i.e. realtor, dog groomer, franchise owner, crafter, etc.)
- 25. An elevator pitch is a short description of an idea, product, or company (usually 30 seconds or less). Create and rehearse an elevator pitch of your own.
- 26. Practice money management – count the money in your piggy bank or ask a guardian if you can count the change in their car or pocket.
- 27. Examine your local community to see if there is a problem that needs a solution and dream up a business plan to fix it.
- 28. Strengthen your creativity and problem-solving skills through free drawing – use crayons, markers, pens, or pencils to draw without tracing or using guides like rulers.
- 29. Complete a Savings Challenge – think of something you would like to save for and determine how much you need to save to purchase it. Brainstorm ideas for earning the money needed to meet your goal.
- 30. Entrepreneurs use storytelling to sell their product or service. Use some combination of the words “cookie,” “fantastic,” “customer,” “camp,” “travel,” “program,” “goal,” “confident,” and “Girl Scout Boss” to create and share your best cookie-selling story.
- 31. Learn to recognize opportunity. When you experience minor frustrations (maybe your shoelaces won’t stay tied), think of a solution that could make it better. Entrepreneurs excel at turning problems into creative business successes.
- 32. Entrepreneurs understand that there is as much to learn from failure as there is from success. Not all ideas succeed at first but learning from failures is important and helps build resilience. Think of a time when you failed at something you tried. Write down three things you learned from the experience.

CHALLENGE OPTIONS FOR OLDER GIRLS

- 1. Talk to a local bank about business loans.
- 2. Organize and promote a fundraiser such as a bake sale, car wash, or craft fair.
- 3. Learn about one of the following: Articles of Incorporation, trademarks, or patents.

- 4. Think about what goes into budgeting for a business. What are some expenses a business might have?
- 5. Think of a business idea and create a Mission Statement for it. A Mission Statement is a formal summary of the aims and values of a company, organization, or individual.
- 6. Create a vision board.
- 7. Find out about different types of businesses such as LLC, LLP, Inc, etc.
- 8. Scout out locations for a business and talk to a realtor about zoning and available properties.
- 9. Create a resume for yourself highlighting your experiences (volunteering counts!), interests, and goals, and ask an adult for feedback.
- 10. Create a business idea and present it to your family or troop using one or more of the following: PowerPoint, written business plan, market research, marketing campaign, business location, or budget.

LEARN MORE! READING SUGGESTIONS

- “Jasmine Launches a Startup” by Bachar Karroum (Grades K-3)
- “RAD GIRL Revolution: The Children’s Book for Little Girls with BIG Dreams!” by Sharita Manickam (Grades K-4)
- “Kid Millionaire” by Matthew Eliot (Grades 3-6)
- “Be a Young Entrepreneur” by Adam Sutherland (Grades 3-7)
- “Finance 101 for Kids: Money Lessons Children Cannot Afford to Miss by Walter Andal” (Grades 3-7)
- “Kidpreneurs: Young Entrepreneurs with Big Ideas!” by Adam Toren and Matthew Toren (Grades 4+)
- “How to Start Your Very Own Business” by Julie Merberg and Sarah Parvis (Grades 4-6)
- “How to Turn \$100 into \$1,000,000” by James McKenna and Jeannine Glista (Grades 4-8)
- “Start it Up: The Complete Teen Business Guide” by Kenryn Rankin (Grades 6+)
- “The New Totally Awesome Business Book for Kids” by Arthur and Rose Bochner (Grades 7-9)
- “Grit for Kids” by Lee David Daniels (For Adults)