

CADETTE ENTREPRENEUR BADGE – MEETING 2

Badge Purpose: When you've earned this badge, you'll know how to think like an entrepreneur.

Activity Plan Length: 1.5 hours

Time	Activity	Materials Needed
5 minutes	Getting Started <ul style="list-style-type: none"> Begin the meeting by reciting the Girl Scout Promise + Law. 	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster
25 minutes	Design Your Brand <ul style="list-style-type: none"> Create your logo and brand identity for your business. 	<input type="checkbox"/> Journal or notebook <input type="checkbox"/> Writing utensils <input type="checkbox"/> Paper <input type="checkbox"/> Markers <input type="checkbox"/> (Optional) Phone or computer with internet access
25 minutes	Develop Your Pitch <ul style="list-style-type: none"> Create a sales pitch that you will use to sell your product or service to your clients. 	<input type="checkbox"/> Journal or notebook <input type="checkbox"/> Writing utensils <input type="checkbox"/> (Optional) Phone or computer with internet access
10 minutes	Snack Chat <ul style="list-style-type: none"> Share your logos and brand identities with your group while having a healthy snack. 	<input type="checkbox"/> Healthy snack
20 minutes	Present Your Ideas <ul style="list-style-type: none"> Gather friends and family to hear your pitch, and get feedback from them. 	<input type="checkbox"/> Your pitch presentation
5 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends lyrics poster

Getting Started

Time: 5 minutes

Materials Needed: (Optional) Girl Scout Promise and Law poster

Welcome everyone to the meeting, recite the Girl Scout Promise and Law.

Activity #1: Design Your Brand

Time: 25 minutes

Badge Connection: Step 4 – Imagine creating a business



Materials Needed: Journal or notebook; writing utensils; paper; markers; (optional) phone or computer with internet access

1. A brand gives your product or service an identity that makes it stand out from the competition. Think of major brands you know, and share reasons why you remember their brand identity.
2. For your brand, start by thinking of three adjectives that describe your brand. Then think of a possible brand name, and create a simple logo that brings the brand identity together.
3. Draw your logo and brand identity on paper, or use a computer to create them.

Activity #2: Develop Your Pitch

Time: 25 minutes

Badge Connection: Step 4 – Imagine creating a business

Materials Needed: Journal or notebook; writing utensils; (optional) phone or computer with internet access

1. Now that you have your brand identity, you are ready to create your sales pitch. Your pitch should explain what your product or service is, who would use it, and all the research and development you have done to create your business idea.
2. Create five slides—either on a computer or on paper—that walk your client through the details of your product or service. Be sure to grab them with a “hook” and keep your pitch interesting (i.e. too much research data may make your clients yawn).
3. Note: You can check online for free slide-presentation software.

Activity #3: Snack Chat

Time: 10 minutes

Badge Connection: Discussion relates to multiple badge steps

Materials Needed: Healthy snack

1. While having a healthy snack, share your logos and brand identities with the group. Give feedback on ways your logos could be improved before your final presentations.

Activity #4: Present Your Ideas

Time: 20 minutes

Badge Connection: Step 5 – Practice sharing your business ideas

Materials Needed: Your pitch presentation

1. Gather a group of your friends and family together and present your pitch!
2. Questions to ask your audience:
 - What do you like about the idea? What don't you like about it?
 - What are two ways you think the idea can be improved?
 - If this business venture were real, would you invest your money in it? Why or why not?

Wrapping Up

Time: 5 minutes

Materials Needed: (Optional) Make New Friends song lyrics poster

Close the meeting by singing Make New Friends and doing a friendship circle.



More to Explore

- Field Trip Ideas:
 - Head to the mall or to do research on logos and brand identities.
 - Present your pitch to a group of your clients.
- Speaker Ideas:
 - Invite a businesswoman to your meeting to talk about how she got her idea off the ground.
 - Talk to older Girl Scouts who have developed a product or service and find out how they did it.

