

# CADETTE ENTREPRENEUR BADGE – MEETING 1

**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
10 minutes	Getting Started <ul style="list-style-type: none"> <li>Begin the meeting by reciting the Girl Scout Promise + Law.</li> </ul>	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster
20 minutes	Brainstorm Business Ideas <ul style="list-style-type: none"> <li>Figure out who your client will be, and get all the ideas on the table for your product or service.</li> </ul>	<input type="checkbox"/> Whiteboard or large paper <input type="checkbox"/> markers
15 minutes	Product vs. Service Snack Chat <ul style="list-style-type: none"> <li>Discuss the differences and similarities between a product and a service.</li> </ul>	<input type="checkbox"/> Healthy snack
15 minutes	What's THE Big Idea? <ul style="list-style-type: none"> <li>Fine-tune your idea list and hone in on one idea.</li> </ul>	<input type="checkbox"/> Whiteboard or large paper <input type="checkbox"/> Markers
20 minutes	How Much Will It Cost? <ul style="list-style-type: none"> <li>Explore the financial details of your idea.</li> </ul>	<input type="checkbox"/> Whiteboard or large paper <input type="checkbox"/> Markers <input type="checkbox"/> Phone or computer with internet access <input type="checkbox"/> Seed Money worksheet
10 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends lyrics poster

## Getting Started

Time: 10 minutes

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

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

## Activity #1: Brainstorm Business Ideas

Time: 20 minutes

Badge Connection: Step 1 – Brainstorm business ideas

Materials Needed: Whiteboard or large paper; markers



1. An entrepreneur is a person with an innovation (idea) they'd like to turn into a company. A client is the person or group who will use the innovation (the product or service). In this activity, you are the entrepreneur! Your first step is to figure out who your client is.
2. Choose a person, activity, and a location from the chart below to be your client. You can mix and match, or come up with your own.

PEOPLE	ACTIVITIES	PLACES
Senior citizens	Shopping	At the grocery store
My family	Recycling	At home
Classmates	Eating lunch	At school
Girl Scouts	Pitching a tent	In the woods
Nurse	Taking care of a sick person	At the hospital
Friends	Dressing up	In the car
Women	Texting	At the mall
Pets	Playing games	At the park

3. Next, brainstorm ideas for innovations that would be helpful to your client. Write every idea down on a whiteboard or large piece of paper. Don't worry about whether it's a good idea or bad idea yet—just focus on brainstorming and getting as much creative input for your entrepreneur project as possible.
4. Remember, while you can use this badge as a springboard for an entrepreneurial idea that you will actually pursue, you can also use it to brainstorm bigger projects, and get a feel for the process.

## Activity #2: Product vs. Service Snack Chat

Time: 15 minutes

Badge Connection: Step 1 – Brainstorm business ideas and Step 2 – Improve one idea

Materials Needed: Healthy snack

1. A product is a new object that serves a need, or an addition to an existing object to make it better. For example, if you chose "Girl Scouts dressing up in the woods," you might come up with a product for a special bug-repellant.
2. A service is a way to help your client in a way that meets their needs. For example, if you chose "senior citizens eating lunch at home," you might come up with a service that delivers ingredients for simple meals every morning.
3. While having a healthy snack, discuss the differences between products and services. Decide if you are going to innovate a product or a service for your chosen client.

## Activity #3: What's THE Big Idea?

Time: 15 minutes

Badge Connection: Step 2 – Improve one idea

Materials Needed: Whiteboard or large paper; markers

1. Now that you've got a list of ideas for your client, and you've decided whether you're innovating a product or a service, it's time to hone in on one idea. Choose one from your list and start developing it.
2. Divide your idea into different parts and work on improvements for each part. For example, if you are creating a product, think about the materials, construction, and packaging. If you are creating a service, think about the mission, tools or supplies needed, and delivery method (in person, email, mail, etc.).
3. You can also take an existing idea from a product or service that's already out there and come up with ways to make it better.



## Activity #4: How Much Will It Cost?

Time: 20 minutes

Badge Connection: Step 3 – Get into the financial side of things

Materials Needed: Whiteboard or large paper; markers; phone or computer with internet access; Seed Money worksheet (at the end of this activity plan)

1. How much money will your product or service cost the client? To know that, you'll need to figure out how much it will cost you to develop it. Materials, equipment, and labor all have costs, and they should be figured into the price of your item.
2. "Seed money" is the money that you need to get your business going. Use the Seed Money worksheet to map out the financial details of your idea.
3. Do some research online to figure out where you can get the best price for your supplies, or compare with other similar products or services to make sure your price is in range.

## Wrapping Up

Time: 10 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:
  - Do some market research and visit the location where you are planning your innovation.
  - Visit your client to learn about their needs.
- 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.



# Seed Money Worksheet

How much money do you need to start selling your idea? Every business must figure out how much money it needs to start—and where that money is going to come from. Calculate how much money you’ll need to start making and selling your idea.

<b>Materials</b> If you’re making a product, what components do you need to buy in order to make it? If you’re delivering a service, what materials do you need for the service? Finally, how many of each item do you need? Add up the costs of your materials.	<b>Equipment</b> If you’re making a product, what equipment do you need to manufacture your product? If you’re delivering a service, what equipment will you rely on? Add up the costs of your equipment.	<b>Labor</b> Some products and many services rely on people. Does your idea rely on people? How many people would you need to hire? Add up the costs of your labor.
<b>Example:</b> For a hammer, you’d need to buy metal for the head and wood for the handle. For a car-repair service, you’d need spare parts.	<b>Example:</b> For a hammer, you’d need equipment to attach the head of the hammer to its handle. For a car-repair service, you’d need drills and wrenches.	<b>Example:</b> For a hammer, you might need to hire workers to make the hammer. For a car-repair service, you might need to hire tow-truck drivers to pick up customers whose cars have broken down.

Material	Quantity	Cost	Material	Quantity	Cost	Material	Quantity	Cost

<b>Total Initial Costs</b>  Add up your total materials costs, equipment costs, and labor costs. How much will it take to start selling your idea? Anytime someone wants to start a business, they have to think about where they’ll get their initial costs, or “seed money,” from. What are your ideas?	Materials: _____  Equipment: _____  Labor: _____  <b>Total initial cost:</b> _____	<b>Ideas for earning “seed money”:</b>
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