Teen Entrepreneur Project Scenario

Essential Question: How can I make money and do what I love to do?

You are a teen entrepreneur looking to start a business where you can earn money doing what you love. You are faced with determining a product or service you can market and sell for a profit. You would also like to reach out to potential investors to sponsor your business idea, thereby minimizing your personal out-of-pocket expenses.

You may choose to work with a team of other entrepreneurs or within a business incubator team. You are tasked with determining a business idea that excites you and where you can make a profit. Once you or your team has decided on a direction for your business, you will create a business plan using a Business Model Canvas (BMC), develop a brand for your company, and design marketing materials to attract customers to your business. As part of your business plan, you will calculate and set a price for your products and/or services so you can make a profit as well as how much you need to sell to meet your profit goal.

Your team will present to potential investors through a 5-minute pitch. You will also prepare a portfolio of your business idea that includes a business letter proposal. Your proposal will summarize your business idea, detail money and/or resources needed from potential investors, and outline the next steps you plan to take for your business. Other items needed in your portfolio include your BMC, sample marketing materials, pictures of sample products or services you plan to sell and the mathematical calculations you used to set your prices and reach a profit goal.

Deliverables include:

- Business Portfolio
    - Business Model Canvas
    - Branded Marketing Materials
    - Business Letter Proposal
    - Business Math Calculations
- Pitch to potential investors
- Professional Notebook