

In this lesson, you will learn to:

- Understand what makes a strong business idea
- Brainstorm your own business ideas
- Identify characteristics of successful entrepreneurs

RESOURCES	QUESTIONS
1 Discussion Prompts Write your responses to the questions. Then, share what you wrote with your classmates or a partner.	<i>Estimated time: 5 mins</i> 1. Have you ever thought about owning your own business? If so, what would the business be? 2. What types of businesses are currently missing from your own community?
2 What is an Entrepreneur? Even though many people might like the idea of owning their own business, being their own boss or selling their own product, being an entrepreneur requires a set of skills that needs to be developed. Read this article to learn about what it means to be an entrepreneur. Then, answer the questions.	<i>Estimated time: 9 mins</i> 1. Describe what an entrepreneur is in your own words. 2. One type of entrepreneurial business could be an online business, and the article lists Amazon as an example. If you get a job tomorrow working at Amazon, does that make you an entrepreneur? Why or why not? 3. Select 3 characteristics that you think are the most important traits for entrepreneurs to possess. Explain your reasoning. 4. Do you think people are born with characteristics of an entrepreneur or can they be learned? Explain your reasoning.

3 <u>How to Be an Entrepreneur</u> Coming up with a strong business idea is at the core of entrepreneurship. So, what makes a good business idea stand out? Watch this video to learn about how to craft a strong and creative business idea. Then, answer the questions.	<i>Estimated time: 6 mins</i> 1. While figuring out the logistics of running a business (writing a business plan, hiring, marketing, etc) is important, what is the main idea that entrepreneurs should focus on when starting a business? 2. What two possible factors does your business need to have in place in order to be profitable?
4 <u>CREATE: A Business Idea</u> Now that you understand how the best business ideas are born, perhaps you're now also excited about brainstorming your own business ideas. To learn more about developing your business idea, follow the directions on this worksheet to complete the activity.	<i>Estimated time: 20 mins</i>
5 <u>Exit Ticket</u> What do you think makes someone a successful entrepreneur? Why?	<i>Estimated Time: 5 mins</i>