

Invention & Entrepreneurship Project Packet

Grades 9th – 12th

What is an Entrepreneur?

An **entrepreneur** is someone who recognizes a problem, develops a creative solution, and builds a plan to make that solution available to others. Entrepreneurs don't just imagine; they **research, design, plan, and launch**.

Your Project Goal:

Develop a **full business concept** for a new product, service, or invention. This project will take your idea through the steps real entrepreneurs use to move from brainstorming to launching a business.

You will:

1. **Research** the problem, competitors, and target market.
 2. **Develop your invention** (product, service, or business).
 3. **Design and brand it** with visuals.
 4. **Create a business structure** (ownership, roles, costs, and pricing).
 5. **Write a marketing plan** (how you'll reach customers).
 6. **Present your full plan** using a display board and optional prototype.
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Project Steps

1. Identify a Problem & Opportunity

- Clearly state a problem or unmet need.
 - Explain why this problem matters.
 - Support with at least **3 research facts** (from books, articles, or reliable websites).
 - Cite your sources.
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2. Create Your Innovation

- Describe your product, service, or business idea in detail.
 - Explain how it solves the problem or improves life.
 - Show how your idea is different from what already exists.
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3. Market Research

- Research at least **one competitor** and explain how your solution is better or unique.
 - Use statistics, surveys, or interviews if possible.
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4. Branding & Design

- Give your business/product a **name, logo, and slogan**.
 - Create drawings, diagrams, or digital mock-ups.
 - Optional: Build a prototype or model.
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5. Business Structure

Answer these questions:

- Who are the key team members, and what are their roles?
 - What resources (materials, technology, staff) would you need?
 - Estimate **start-up costs** (materials, marketing, labor, etc.).
 - Set a **selling price** and explain your reasoning.
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6. Marketing Plan

Create a plan to launch and sell your idea. Include:

- **Promotion Strategy:** How will you advertise? (social media, flyers, commercials, website, influencers, word of mouth)
 - **Place/Distribution:** Where will people find it? (stores, online, subscriptions, etc.)
 - **Pricing Strategy:** Explain how you set your price to make profit.
 - **Sample Marketing Material:** Ad, flyer, website mock-up, or social post.
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7. Presentation Board Requirements

Your board should include:

Title/Business Name & Logo

Problem Statement with Research (3 facts & sources)

Solution/Invention Description

Target Market & Competitor Research

Business Structure & Roles

Financials (start-up costs, pricing, how you'll make profit)

Marketing Plan (strategies + sample ad/graphic)

Visuals (sketches, diagrams, mock-ups, or prototype photos)

Presentation Tips

- Be professional, you're pitching your idea like a real entrepreneur.
- Speak clearly
- Cover problem, solution, business structure, finances, and marketing plan.
- Practice answering questions about your idea.
- Be creative and confident; imagine you are asking investors to believe in your business.

** Remember: The most successful entrepreneurs combine **creativity + research + planning + courage**. This project is your chance to bring all of those together! **