

# YOUNG ENTREPRENEUR JOURNEY

A FUTURE FOUNDER GUIDE

DREAM IT. PLAN IT. BUILD IT. SHARE IT.  
CHANGE THE FUTURE!

BIG IDEAS!

- PLAN
- CREATE
- PITCH
- SUCCEED



★ LEARN. 💡 CREATE. 🚀 LAUNCH. ❤️ INSPIRE.

THE FUTURE IS YOURS!



# 1. WHAT IS AN ENTREPRENEUR?



An entrepreneur is someone who **creates**, **makes**, or **sells** something to help others or solve a problem!

## ENTREPRENEURS USE:



Creativity



Ideas



Hard  
Work



Money  
Skills



Confidence

## ENTREPRENEURS CAN BE KIDS TOO!

You do **NOT** have to be an adult to start a business.

Kid entrepreneurs might:



Sell  
Lemonade



Create  
Artwork



Make  
Candles



Bake  
Treats



Make  
Bracelets



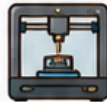
Create  
Slime



Grow  
Plants



Sell  
Handmade  
Crafts



Create  
3D Prints

## ENTREPRENEUR CHALLENGE

Think about these questions:

- 1 What are you really good at?  
.....
- 2 What do you LOVE making or doing?  
.....
- 3 What problem could you help solve?  
.....
- 4 What would people be excited to buy?

## WRITE OR DRAW YOUR IDEAS BELOW!

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## DRAW ONE OF YOUR IDEAS HERE!

If you have an idea and are willing to work hard...

**YOU**

can be an entrepreneur!



★ SECTION 2 ★

# BUILD YOUR BRAND



## EVERY GREAT BUSINESS NEEDS A BRAND!

A brand is how people recognize your business.

It helps customers remember:

- ★ Your business name
- ★ Your colors
- ★ Your logo
- ★ What makes your business special

★ Think about some famous brands you know...  
You probably recognize their logos and colors right away!



## ★ BUSINESS BRAINSTORM TIME!

What kind of business do you want to create? (Check all that apply)

- |                                                 |                                                 |                                                    |
|-------------------------------------------------|-------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Food or treats         | <input type="checkbox"/> Plants or gardening    | <input type="checkbox"/> Something totally unique! |
| <input type="checkbox"/> Crafts or art          | <input type="checkbox"/> Slime or sensory items |                                                    |
| <input type="checkbox"/> Toys or games          | <input type="checkbox"/> Pet items              |                                                    |
| <input type="checkbox"/> Jewelry or accessories | <input type="checkbox"/> Sports or hobbies      |                                                    |

## ★ CREATE YOUR BUSINESS NAME

Your business name should be:

- Easy to remember
- Fun and creative
- Match what you sell

Write your business name ideas below!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

★ Circle your favorite idea!

# ★ SECTION 2 ★

## ★ DESIGN YOUR LOGO

A logo is a picture or symbol that helps people recognize your business.

Think about:



Colors



Shapes



Symbols



Fonts



Your Products



Draw your logo below!

## ★ CREATE A CATCHY SLOGAN

A slogan is a short phrase people remember!

Examples:

- ★ "Fresh Squeezed Fun!"
- ★ "Sweet Treats Made With Love!"
- ★ "Creativity You Can Hold!"

My slogan:

\_\_\_\_\_

\_\_\_\_\_



## ★ FOUNDER CHALLENGE

Imagine someone walking past your booth...

What would make **THEM** stop and visit your business?

→ \_\_\_\_\_

→ \_\_\_\_\_

→ \_\_\_\_\_





★ SECTION 3 ★

# MONEY BASICS FOR FUTURE FOUNDERS



Understanding money is an important part of running a **successful** business!

Let's learn the **4 money basics** every entrepreneur should know.

★ THE 4 MONEY BASICS ★

**1 COST**



The money you spend to buy or make your product.

**2 PRICE**



The amount of money you charge when you sell your product.

**3 PROFIT**



The money left after you pay your costs. This is how you earn money!

**4 SAVE & INVEST**



The money you set aside to reach your goals and grow your business.

★ LET'S SEE IT IN ACTION! ★

If a bracelet costs \$1 to make and you sell it for \$3...



**\$3** (price)  
 - **\$1** (cost)  
 -----  
**\$2 PROFIT!**  
 That \$2 is your profit!

**THINK ABOUT IT!**

★ What will you do with your profit?

\_\_\_\_\_

\_\_\_\_\_



★ What are you saving for?  
 (A new product? A bigger goal?)

\_\_\_\_\_

\_\_\_\_\_



## ★ YOUR TURN! ★

Pick a product you want to sell and fill in the numbers.

My Product: \_\_\_\_\_



### COST

How much will it cost to make?

\$ \_\_\_\_\_

### PRICE

How much will you sell it for?

\$ \_\_\_\_\_

### PROFIT

How much will you earn?

\$ \_\_\_\_\_

### SAVE

How much will you save?

\$ \_\_\_\_\_

## ★ WHERE WILL YOUR MONEY GO? ★

Color or check the jars to show how you plan to use your profit.



## MONEY SMARTS



- ✓ Track your money. Know where it goes!
- ✓ Spend less than you earn.
- ✓ Save a little, so you can do a lot!
- ✓ Invest in your business and your future!



## ★ FOUNDER CHALLENGE

What is one money goal you have for your business?



→ \_\_\_\_\_

→ \_\_\_\_\_

→ \_\_\_\_\_



# PLAN YOUR PRODUCT



Every great business starts with an amazing **product** or **service**!

Use this page to plan what you will create, how much it will cost, and everything you need to get started.

## 1. WHAT ARE YOU SELLING?

Describe your product or service.

---



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## 2. HOW MUCH WILL IT COST?

Set a price that is fair for your customers AND helps you make a profit!



**Cost to Make It**  
(supplies + materials)

\$ \_\_\_\_\_



**Price You Will Sell It For**

\$ \_\_\_\_\_



**Profit You Will Earn**

\$ \_\_\_\_\_

## 3. WHAT SUPPLIES DO YOU NEED?

List everything you need to create your product or service.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## ★ FOUNDER TIP! ★



Plan ahead and make a list. Being organized helps your business run smoothly!

## 4. WHERE WILL YOU GET YOUR SUPPLIES?



Local Store



Online



Already Have

Other: \_\_\_\_\_

# ★ SECTION 4 ★

## 5. WHO IS YOUR CUSTOMER?

Who will love your product or service?  
Draw or describe your ideal customer.



## 6. HOW WILL YOU MAKE IT AWESOME?

What makes your product or service special? What will make customers choose you?

- ★ \_\_\_\_\_
- ★ \_\_\_\_\_
- ★ \_\_\_\_\_
- ★ \_\_\_\_\_

## 7. PRODUCT CHECKLIST

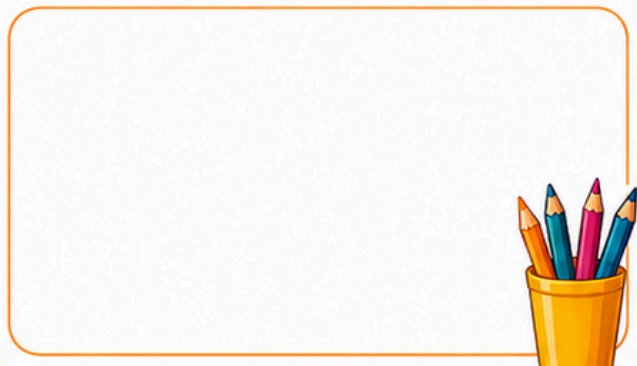
Use this checklist to make sure you're ready!



- |                                                        |                                                      |
|--------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> I know what I'm selling.      | <input type="checkbox"/> My product is high quality. |
| <input type="checkbox"/> I know how much it will cost. | <input type="checkbox"/> My price is fair.           |
| <input type="checkbox"/> I have all my supplies.       | <input type="checkbox"/> I'm ready to sell!          |
| <input type="checkbox"/> I know who my customers are.  | <input type="checkbox"/> I will have FUN!            |

## 8. SKETCH YOUR PRODUCT

Draw a picture of your amazing product or booth!



## BONUS CHALLENGE!



Can you improve your product or add something extra?  
What upgrade could make your product even better?

- ★ \_\_\_\_\_
- ★ \_\_\_\_\_
- ★ \_\_\_\_\_
- ★ \_\_\_\_\_





# PRACTICE YOUR PITCH



A pitch is a short talk that tells people about your business and why they should care!

A great pitch is:

**SHORT** • **CLEAR** • **EXCITING** • **MEMORABLE**

## ★ WHAT TO INCLUDE IN YOUR PITCH



### Introduce Your Business

What is your business name?

\_\_\_\_\_



### What You Sell

What product or service do you offer?

\_\_\_\_\_



### Who It Helps

Who is your customer?

\_\_\_\_\_



### Why It's Special

What makes your business different or better?

\_\_\_\_\_



### Call to Action

What do you want people to do?

\_\_\_\_\_

## ★ WRITE YOUR PITCH

Use the space below to write your pitch. Then practice saying it out loud!

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

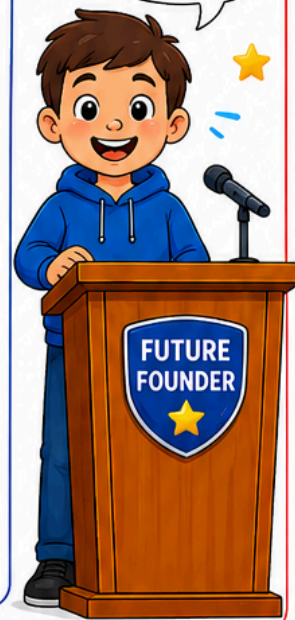
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Hi! Let me tell you about my business!



## ★ PRACTICE TIME!

Practice your pitch 3 times!

1 Practice #1 \_\_\_\_\_

2 Practice #2 \_\_\_\_\_

3 Practice #3 \_\_\_\_\_



★ I'm ready to **WOW** my audience!

## ★ GET FEEDBACK

Ask a friend, family member, or mentor to listen to your pitch!

What did they like best?

★ \_\_\_\_\_

What can you make even better?

★ \_\_\_\_\_

\_\_\_\_\_



PRACTICE MAKES **CONFIDENCE**.  
CONFIDENCE CREATES **SUCCESS!**