

Kiera Starts A Business

**A Launch Pad Library
Publication**





Mrs. Graner said “entrepreneur.” That’s a big word. Its pronounced:

ahn truh pruh noor;

Have you ever heard that word before? Let’s find out what it means.

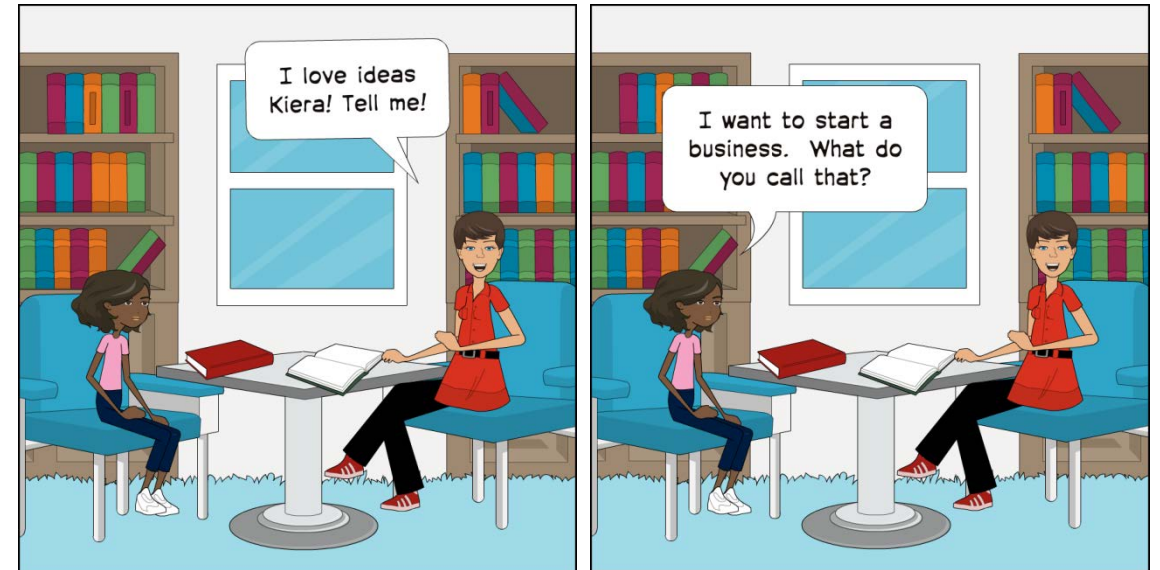
Foreword

You're good enough, you're smart enough and you know what?! People like you! In business, you have to believe in yourself and your idea. Trust in your ability to be successful and know that all your hard work will pay you back. One person that believes this about you more than anyone in THE WORLD is Mrs. Graner. She has created this program to help you find a voice inside yourself that will guide you the rest of your life. No matter the path your career takes you, always know you are smart enough and good enough to succeed.

We, the Leadership Coweta Class of 2019, wish for you to find everything you are looking for in life and dedicate this book in honor of your future successes.



All businesses start with a great idea. Have you ever had a great idea? Kiera has an idea. Let's see what she learns to do with her idea.



Kiera is excited to share her idea with her teacher and mentor, Mrs. Graner.

Wow! Kiera wants to start her own business! Have you ever wanted to learn about starting a business? We can learn along with Kiera.

Questions

1. Name two characteristics of an entrepreneur.

2. In your own words, what does being an entrepreneur mean?

3. Do you want to be an entrepreneur? What kind of business would you start?

What is an entrepreneur?

An entrepreneur is someone who starts a business!
Entrepreneurs are resilient, creative and hardworking.

What does “resilient” mean?

Resilient means you have the ability to bounce back.
Think of it like a basketball, when it hits the ground, it bounces back.

Entrepreneurs are like that. When they hit a barrier or experience a failure, they don't give up, they bounce back and try again.

Resilience means you don't quit just because things get difficult. Don't give up!

Entrepreneurs are Creative

Entrepreneurs use their imagination to solve problems.
Sometimes entrepreneurs focus on improving existing ideas, like creating an app that allows kids to watch videos.

Entrepreneurs are hard workers

Working hard is one of the most important characteristics of being an entrepreneur. No one is there to tell the entrepreneur they need to work hard. Entrepreneurs have to decide within themselves that they are going to do the hard work needed to bring their idea to life. This means entrepreneurs do their best even when no one is watching!

Entrepreneurs are risk takers

Starting your own business is a big risk, but learning from your mistakes will help you reduce the risk of failure.

Did You Know...

Did you know that kids can be entrepreneurs and start a business? All you have to do is use your imagination to create new ways to sell things, bounce back up when you get knocked down and work hard even when no one is watching!

A Successful Idea

How do you select the successful idea for your business?

You may have many ideas about starting and running a business. You might consider a product-based business where you sell a product people will buy. You can make and sell greeting cards, grow plants or flowers to sell, or even make a robot to sell.



Now, you have your successful idea for the business.



You might consider a service-based business like dog walking or mowing lawns or babysitting.



Write down your list of ideas. Brainstorm with your team, your family and friends. Determine what need or problem each one solves. Which idea excites you the most that you would like to try?

Don't worry, you can change it if it is not the right idea later as you work through your business plan.

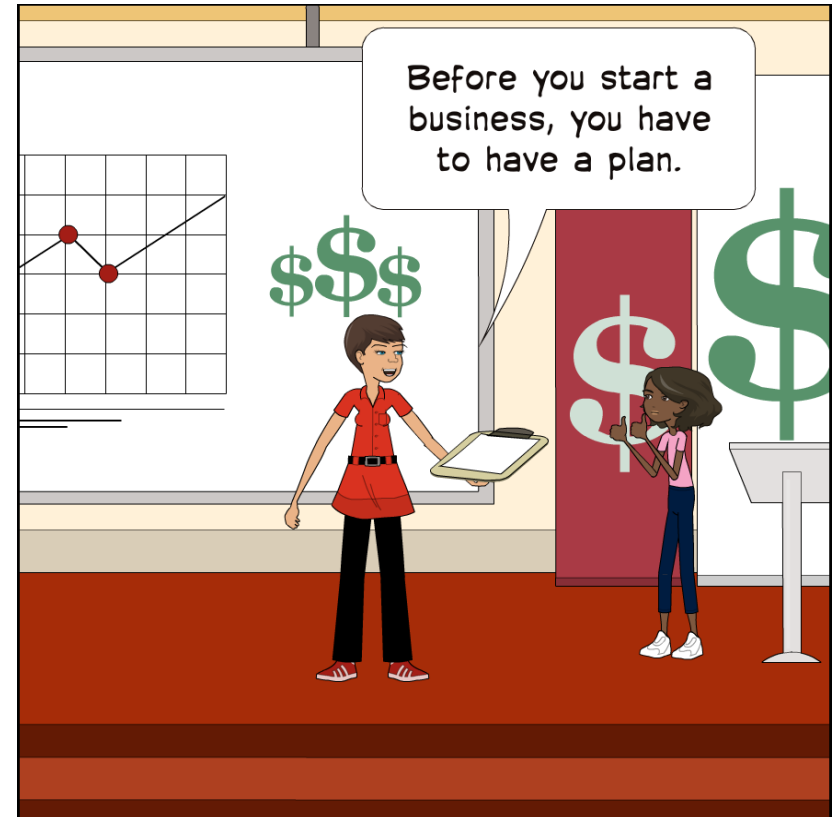
Business Ideas

1. Write down a few ideas for a product-based business and how it can help someone.

2. Write down a few ideas for a service-based business and how it can help someone.

3. Share your idea with family and friends. Which idea would make the best business and why?

4. What are 2 ways you could practice to see if your product or service would work? _____



Many entrepreneurs write a business plan to capture their idea about the type of business they want to start and how that business will operate. Use your idea to complete the business plan.

Congratulations!! You did it!!



Business Plan

Business Name: _____

What is your big idea? _____

What problem are you solving or need are you meeting?_

Marketing

Who will be your customers?

- Teachers
- Students
- Parents
- Other _____

How will you promote your business?

- Tell your parents, friends or teachers
- Flyers and posters
- Online videos and/or email
- Other _____



Business Plan

Notes:

Finances

How much does it cost to make your product? _____

How much will you sell your product for? _____

How much money will you make? _____

Contact: _____
