



Entrepreneurship

Scouts BSA · Careers

Name

Started

Completed

Entrepreneurship is about turning an idea into something real that people want. You'll learn what it takes to start a business, talk to someone who has done it, and write a plan for your own idea. Many Scouts discover they already think like entrepreneurs.

Requirements

Every official requirement, in plain language. Check the official wording when you sign off (scouting.org/merit-badges/entrepreneurship/). Tips and examples are ideas, not extra requirements.

- ☐ **1** Define entrepreneurship in your own words and explain to your counselor how entrepreneurs affect the U.S. economy

Tip: Think of local businesses you know that started small. Talk about how they create jobs and serve your community.

Example: Explain entrepreneurship with a local example, like a food truck that started with one cook and now employs six people and buys from local farms. Then talk about how new businesses create jobs and pay taxes that support schools and roads.

- ☐ **2** Explain to your counselor why an entrepreneur needs strong skills in leadership, teamwork, communication, planning, organization, decision making, problem solving, basic math, adaptability, and technical and social skills

Tip: Make a list of skills like problem solving, communication, and handling money, and rate yourself honestly on each.

- ☐ **3** Find and interview someone who started a business about their education, early jobs, where the idea came from, what starting it took, how they raised the money (capital), successes and challenges, and how the business is doing now if relevant; discuss what you learned with your counselor

Tip: Ask a local shop owner, a family friend, or a parent who runs a business if they'd share their story. Prepare your questions ahead of time.

Example: Interview a business owner with a parent present. Good questions: How did you get your first customer? What almost made you quit? What do you wish you'd known? Write down the answer that surprised you most.

- ☐ **4** Brainstorm and write down as many business ideas as you can, pick the three best opportunities, then choose one and explain to your counselor why you picked it and why you think it can succeed

Tip: Write down every idea you have for a week, even silly ones. Then pick your top three and ask who would buy each one.

Example: Brainstorm 15 ideas, then score your top three on: who would buy it, what it costs to start, what you'd charge, and whether you'd enjoy doing it. For example: pet walking, bike tune-ups, or custom camp gear bags.

- ☐ **5** Write a business plan for your idea that covers every part below

Tip: Keep your plan short and clear. Cover what you'll sell, who will buy it, what it costs, and how you'll get the word out.

Example: A short plan for a bike tune-up service: the service (tire, brake, and chain check), customers (families in your neighborhood), costs (tools, lube, flyers), price (\$15 per bike), and marketing (flyers and a sign at a community event).

5a Product or service

- ☐ **5a1** Describe the product or service you will offer

- ☐ **5a2** Set goals for your business

- ☐ **5a3** Explain how you can produce enough of the product, or provide enough of the service, to reach your goals

- ☐ **5a4** Identify and describe possible liability risks of your product or service

- ☐ **5a5** Find out what license, if any, you may need to make or sell your product or service

5b Market analysis

- ☐ **5b1** Identify the kinds of customers likely to buy your product or service

- ☐ **5b2** Identify your competitors and describe their strengths and weaknesses

- ☐ **5b3** Describe what makes your product or service unique

5c Finances

- ☐ **5c1** Figure out how much money you need to start the business and where you'll get it

- ☐ **5c2** Figure out what it costs to offer your product or service and what price you'll charge to make a profit

- ☐ **5c3** Describe what you'll do with the money your sales bring in

5d Personnel

- ☐ **5d1** Decide which parts of the business you'll run yourself and describe your qualifications

- ☐ **5d2** Decide whether you'll need help running the business, and if so, describe each role's responsibilities and the qualifications it needs

5e Promotion and marketing

- ☐ **5e1** Describe how you'll promote your business to possible customers

- ☐ **5e2** Explain how you'll use the internet and social media to build awareness of your product or service

- ☐ **5e3** Design a flyer or poster promoting your product or service

- ☐ **6** Once you think your idea is workable, picture the business already operating: what successes and problems might come up, and how would you recover from failures? Discuss with your counselor ethical questions you might face and how you'd handle them

Tip: Picture your first month in business. Think about what could go wrong and how you'd handle it.

Example: Picture month one: "I got eight customers from flyers, but two bikes needed parts I didn't have." Then talk about fixes, like a parts list, a higher price for extra work, or referring big repairs to a shop.