

Entrepreneurship



Did you know...

This project is designed for 4-H members who enjoy learning about business. Learn more about the free enterprise system of America and how to creatively build a business or event, as a 4-H member.

What can I do...

- Give a demonstration to your 4-H club on starting a business
- Start an Entrepreneurship 4-H Project Group
- Build a piggy bank in the shape of a dollar sign and enter it in the County 4-H Piggy Bank Pageant

Check this out...

Can you match the entrepreneurs below with their inventions and/or business products? Draw a line from the entrepreneur to their product.

Steve Jobs

Henry Ford

Jeff Bezos

Elon Musk

Bill Gates

Microsoft

Tesla

Apple

Amazon

Ford Motor Company



Future Thoughts...



What kind of career would someone in the 4-H Entrepreneurship project pursue?

- A small business owner
- A start-up company
- A consultant

Do you know what all of these professions do in their job? If not, do some research and dig a little deeper.

Work on this...

If you could start a business, what would it be? As an entrepreneur, you want to sell to everyone. However, that's impossible with so many people in the world! Instead, businesses sell to a group of customers most likely to buy their product or service.

What would your business sell? _____

What is the age of your target customer? _____

Where is your target customer located? _____

It is important for customers to remember your business, and having a catchy brand and logo would help. Branding includes your company name and colors. A logo is an image that represents your business. What would be your business' name?

What are your business colors? _____

Draw your business logo on a separate piece of paper and share with your family.

What's Next?

Contact your local 4-H Agent on other ways you can get involved with this project and with 4-H.

- Attend Academic Conference in the 6th to 8th grade
- Create an exhibit for 4-H Project Showcase
- Start preparing to submit a portfolio in this project area
- Begin taking action photos of activities you complete in this project area

