



Create Your Own Business

- Have students consider a problem or need in their lives or in their community.
 - **Ask:** Can you think of any problems that could be fixed by the creation of a good or service?
- Instruct students to brainstorm new business ideas.
- Once students have created a list of ideas, divide the class into small groups. Have groups discuss business ideas and choose a product or service they would like to create.
- Distribute the **Create Your Own Business** worksheet on the next page. Have groups use their worksheets to plan out their businesses.
- Explain to students that a jingle is a short song that advertises and describes a business idea. Their jingles should be catchy and hard for others to forget. Share some popular jingles with students. For example, you could share the McDonald's jingle for their Big Mac sandwich, the Oscar Mayer Wiener jingle, or the song for Folgers Coffee, "The Best Part of Waking Up..."
- Instruct students to come up with a catchy jingle for their business idea. Once students are finished, have each group deliver their business ideas and jingles to the class.
 - **Ask:** What are some ways in which each of these business ideas can improve the lives of others?
 - **Ask:** What did you learn about being an entrepreneur from this activity?

Approx. Time



- 30 minutes

Learning Target



- I can explore what it means to be an entrepreneur by creating a business idea.

Big Questions



- What skills and characteristics might a successful entrepreneur need?
- What other jobs or personal roles might benefit from these skills?

Materials



- Create Your Own Business Worksheet

Name: _____

Date: _____

Spotlight On... | Create Your Own Business | Unit 3: Lesson 1

Instructions: Develop a business idea of a good or service that will fix a problem or need. Then, answer the questions below to describe your business idea.



1. Are you selling a good or a service? _____
2. Describe your business idea: _____

3. Who are your business partners? _____
4. List any tools and materials you will need to get started: _____

5. How will you get money to start your business? _____
6. When will your good or service be in high demand? _____