



BUSINESS IDEA GUIDE

My Big Business Idea!

A downloadable guide for
Young Innovators





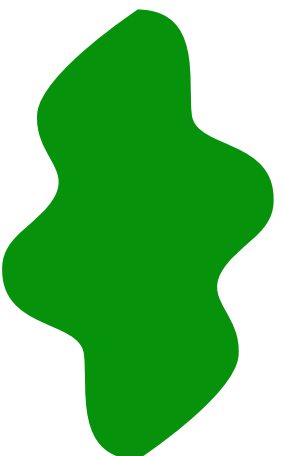
BRAINSTORMING MY BUSINESS NAME:

(List 5 of the coolest names you can think of for your business, then pick your FAVORITE one!)

1. _____
2. _____
3. _____
4. _____
5. _____

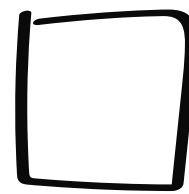


MY BUSINESS NAME IS:

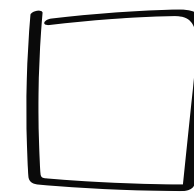


WHAT WILL I SELL OR OFFER?

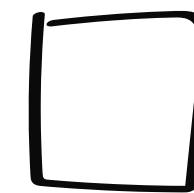
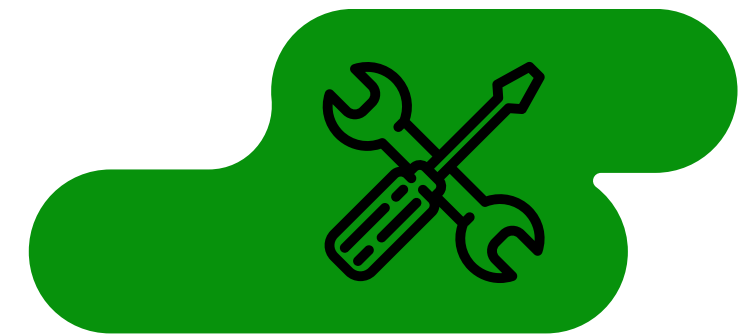
A **product** is something you can touch, hold, or take home—like a bracelet, a toy, or cookies. A **service** is something you do to help someone—like walking a dog, washing a car, or painting a picture for them.



A PRODUCT



A SERVICE



BOTH!



Describe it
here: _____



QUESTIONS TO ANSWER:



HOW OLD
ARE THEY?



WHAT DO THEY
LIKE?



WHAT IS
IMPORTANT
TO THEM?



WHY WOULD THEY
WANT YOUR
PRODUCT/SERVICE?

WHO IS IT FOR?

(a.k.a. your "Ideal Customer")

PROBLEM SOLVING 101



Even fun things solve problems!



A BRACELET = SELF-EXPRESSION.



LEMONADE = THIRST!



WHAT PROBLEM AM I SOLVING?



HOW WILL I TELL PEOPLE ABOUT IT?

A quick breakdown about MARKETING, PROMOTION, and ADVERTISING.

Marketing is everything you do to help people learn about your business and why it's awesome.

Promotion is how you get people excited about your product—like sales, freebies, or special events.

Advertising is when you tell the world about your business using posters, videos, or social media.

👉 The difference:

- **Marketing** is the BIG PLAN.
- **Promotion** is the fun and exciting BOOST.
- **Advertising** is how you SPREAD THE WORD!



HOW WILL I TELL PEOPLE ABOUT IT?

(pick 2 or more)

- ☐ Posters
- ☐ Social media
- ☐ Telling friends & family
- ☐ Website or video
- ☐ Other: _____





WHAT MAKES MY BUSINESS SPECIAL?

(This is your secret sauce! Maybe it's handmade, local, funny, or for a good cause!)

1. _____
2. _____
3. _____
4. _____
5. _____



MY BUSINESS SUPERPOWER IS:



(What makes YOU a great entrepreneur?)

- ☐ I'm creative
- ☐ I'm a great talker
- ☐ I love helping people
- ☐ I'm super organized
- ☐ I never give up
- ☐ Other: _____





WHAT WILL I CHARGE?

To decide what to charge, first figure out **how much it costs** to make your product or do your service (that's your *cost*).

Then, **add a little extra** so you can make money—that's your *price*!

Your *profit* is the money you have left after you subtract your cost from your price.

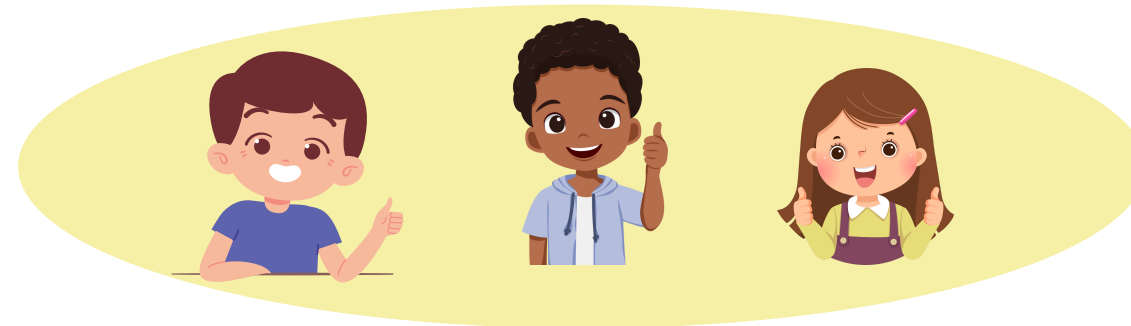
Product/service cost: \$_____

I plan to sell it for: \$_____

My profit is: \$_____ each time!

WHEN WILL I START?

Goal launch date:



What I need to do first:
