CAREER IDEAS Challenge

Entrepreneur

Have you ever watch the show *Shark Tank on TV*? People with ideas for new products or services come on to ask famous (and rich!) business people for funding to grow their businesses. Both the askers and givers are called entrepreneurs. The difference is that the givers are already wildly successful and the askers are just starting out.

Entrepreneur

Employee

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(Feel free to use the back of this sheet for longer answers)

What Do Entrepreneurs Do?

Entrepreneurs are people who, rather than working as an employee, start and run a small business, assuming all the risks and rewards of the venture. Simply put, an entrepreneur is a person who identifies a need and starts a business to fill that void. One of the best parts about being an entrepreneur is that they get to be their own boss. That can also be one of the worst parts because it means the success of the business depends on how hard--and how smart-- the entrepreneur works to produce the new product and sell it to the people who want it or need it. Some entrepreneurs get college degrees in business and start with solid business plans that cover everything from product design and capital (that's the money need to get started) to marketing and distribution. Others have an idea and run with it.

CHALLENGE #1: *If you had this career...*

What kind of training would you need?

Where could you find a job?

How much money could you earn?

Who would you help and how would you make a difference?

Why would (or wouldn't) you like doing a job like this?

CHALLENGE #2: *Think Tank*

Logos are symbols used to identify or "brand" a business. Some of the best ones are famous all over the world. Even toddlers quickly learn to recognize the golden arches that mean Happy Meals are nearby.

Your challenge is to think of a business you'd like to start (or an idea for a business that you wish someone else would start so you can buy their stuff!). Give it a name and then design a logo that gives your future customers clues about what the business is all about.

For inspiration, you may want to take a look at the logos of company's you admire.