

## Ideas Bank

### How to Become an Entrepreneur in 10 Days

Each “day” will be a new step in the direction to becoming a mogul in the business world. Ten separate stations will represent each “day” during the one-day event, allowing for a self-guided experience. The “days” will be decided on by experts who have taken the steps to build their empires and be successful in the business world today.



### Free Think Friday

Organize a session for students to brainstorm possible entrepreneurial and business ventures. By the end of the session, students should have a business plan that includes how to enact it with their current resources (We recommend establishing a common resource list for all the groups participating.) Challenge students to make it happen.

### Viral Marketing: Run Your Own Show

At your festival or expo have a booth where students and entrepreneurs can be videotaped talking about entrepreneurship or performing a skit on entrepreneurship. At the end of the day, submit the individual short clips to *YouTube* or *Jib Jab* and harness the power of viral marketing to ignite interest in entrepreneurship.

### Next Top Entrepreneur

For young professionals, plan a competition to seek out the individual with the greatest potential to succeed in the entrepreneurial work force in the future. A panel of judges will give the contestants tasks to complete and the contestants are judged on criteria such as originality, creativity and showmanship. The grand prize may either be the opportunity to shadow local entrepreneurs or the receipt of cash to start-up their own enterprises.

### Innovation Expo

Organize an interactive entrepreneurship fair. Invite entrepreneurs, investors, franchisers, suppliers, innovators, etc. to showcase their work to the general public. This event works best in a large open space where each vendor can set up a booth to display their product or service to visitors and spectators.

### Advertise Your Innovation Competition

Organize a competition where students have the opportunity to produce a new and intriguing product and market it to a specific audience. Participants will be judged on the creativity, functionality, suitability, presentation, and budgeting of their advertisement. This competition is meant to foster innovation and creative marketing strategies.

### Lights, Camera, Action: Spotlight on Entrepreneurs

Host a film festival showcasing enterprising individuals. Have students create and submit videos on the theme of entrepreneurship and hold a film festival showcasing student work.

### Documentary Entrepreneurship Film Festival

Host case study documentaries filmed on location at enterprising start-up businesses or established businesses (Google, IDEO, etc.) that showcase different narratives about entrepreneurship.

### **Out with the Old, In with the New**

#### *New Products for Old Companies*

The opportunity of a lifetime! Imagine a powerful company has given you the chance to be the brains behind their next big idea. Come up with the next hottest selling item and market it to the big wigs.

### **“The Apprentice’s Apprentice”**

#### *An Entrepreneur’s Game Show*

Everyone has heard of “The Apprentice.” Create your own version with student teams and local entrepreneurs as judges. What is the prize? A mentorship with a local entrepreneur.

### **Entrepreneurial Entertainment Soiree**

Organize a product release party with local entrepreneurs, featuring local artists and musicians.

### **Think Green**

#### *Environmental Entrepreneurs*

It’s true that green is the color of money—but the grass is also greener on the other side! Invite environmentally-driven entrepreneurs to give a speech about the advantages of social entrepreneurship and improving the environment through innovation.

### **Think Big: Revitalize your Community**

#### *Promote entrepreneurship and put your community on the map*

Host a forum that creates and initiates discussion about public policy, entrepreneurship, and specific ideas to benefit your community. Make the event open to the public so that all ideas will be heard and discussed.

### **Organize International Entrepreneurship Forum**

Form an international panel of entrepreneurs, featuring young global trailblazers, giving participants an opportunity to discuss challenges and solutions to creating an entrepreneur-friendly business culture within their own communities.

### **Students Teaching Students**

Get students enrolled in entrepreneur programs to organize discussion panels where young entrepreneurs converse with future entrepreneurs about their successes and failures. These discussions should also provide potential entrepreneurs the opportunity to exchange ideas and receive feedback and advice from entrepreneurs with experience.

### **Master of Creation**

#### *Bringing your idea to life*

Model an “Idea to Product Competition” based on the one sponsored by the University of Texas at Austin. Encourage participants to think outside of the box as they imagine the future impact their ideas could have on the market.

### **“Opportunity City” Challenge**

Host a competition to see who can earn the highest score on the online game “Hot Shot Business” ([www.hotshotbusiness.com](http://www.hotshotbusiness.com)). Teach young entrepreneurs the basics of business by introducing them to this game that makes solving small business challenges fun.

### **Living the Lifestyle**

When a business is in its early stages there is no guarantee that it will be initially successful. Invite a speaker that has been through the entrepreneurial process to speak about the economic and social challenge they went through, particularly in the early stages of their business.

### **Creative Coffee Break**

*Host a breakfast lecture series on entrepreneurship*

Encourage university departments with entrepreneurship programs to organize an open lecture/seminar for students on campus, so they can better understand what the program is about and what avenues and possibilities entrepreneurship can open for them.

### **Entrepreneurship Science Lecture Series**

Organize a lecture series that explores different scientific perspectives about entrepreneurship by engaging a variety of academic disciplines—from psychology, to communication, to business, to organizational change.

### **School Business Venture Competition**

High school business curriculum teachers divide their class into several teams that compete to formulate a money-making business venture. Each team will be expected to select a product to sell for one week (as well as manage the finances, look for investors, conduct market research, etc.). The team that makes the most product revenue by the end of the week wins the competition.

### **The Many Faces of Entrepreneurs**

Entrepreneurs come in all shapes and sizes, and each faces unique challenges and situations. Engage students in a discussion, led by a diverse group of entrepreneurs, to provide encouragement and information to those wanting to follow in their footsteps.

### **Marketing Yourself for Success**

Gaining a competitive edge in today's markets can make or break a business. This forum provides helpful hints about marketing strategies to use when promoting enterprises. This event is perfect for up-and-coming entrepreneurs who have products and services waiting for a breakthrough into the market.

### **Entrepreneur Thursdays**

This is a great networking opportunity for all! On the First Thursday of each month, select a venue and time for entrepreneurs to gather in order to network with one another. Launch your Entrepreneur Thursdays during *EntrepreneurshipWeek USA* and provide a great event for all to enjoy a social time with friends while building your Rolodex!

### **FastTrac**

FastTrac is a practical, hands-on business development program offered by 300 partner organizations around the world. Get your local existing FastTrac network involved by conducting an introductory class for aspiring entrepreneurs. For FastTrac locations near you, visit [www.fasttrac.org](http://www.fasttrac.org).

### **Show me the Money: Getting Your Business Financed**

Money plays a key role in the entrepreneur's day-to-day expenses, and figuring out the bottom line can lead to troubling situations. Host a session geared toward such start-up companies, discussing the key ingredients for financial success in the entrepreneurial world.

### **What Type Of Entrepreneur Are You?**

For any and all aspiring entrepreneurs, a little direction is always helpful. Develop an interactive questionnaire to assist potential entrepreneurs in finding their niche and discovering their passion.

### **Seminar Series: Where do I Begin?**

Starting a project is always the hardest part. Host a seminar about how to start up a company the right way, allowing plenty of time for a Question & Answer session.

### **Shadow an Entrepreneur**

Seek out local entrepreneurs and ask to observe them on a typical business day. Ask the entrepreneur to share their insights into what it takes to become a successful entrepreneur.

### **Lunch with a Mentor**

Sometimes all a future entrepreneur needs is a mentor and a nudge in the correct direction. Organize a luncheon with future entrepreneurs and entrepreneurial leaders in the community.

### **Sink or Swim: Keep Your Business Afloat**

Not every business is always booming. Organize a competition in which participants think of ways to improve existing businesses that are on the rocks.

### **Getting a Head Start: Launching Your Career Before Graduation**

This session will benefit both young people studying consulting and entrepreneurial business leaders needing a change. Provide students with the opportunity to show businesses their “new” way of consulting and how it could benefit established businesses. Each student consulting firm will present their ideas to a business leader to receive feedback.

### **Do It Yourself Entrepreneur’s Market**

The growing popularity of farmer’s markets have allowed for local farmers and artisans to experience a profitable enterprise. Put on a local entrepreneur’s market in your city and instill a sense of community, while at the same time allowing for resident entrepreneurs to “shop” for lucrative ventures.

### **Changing Yourself into a Money-Making Business**

Revitalize your business. Encourage participants to expand their market strategies to include other purchasers, both individuals and companies. New and innovative marketing tactics can only improve the quality of a business.

### **Don’t Let Big Business Get You Down**

Daunting corporations can turn off potential small business owners from entering the market. However, the right environment can spell success for those who brave the waters. Community leaders and successful small business owners share their tales about how to make businesses flourish in the face of giant superstores.

### **Franchising**

Franchises offer ready-made packages for the aspiring entrepreneur. These companies all have one thing in common: successful branding techniques. Invite experts from local franchises to discuss the issue of branding and techniques that can lead to an advantage in the marketplace.

### **Sales Pitch**

One of the most successful ways to find financing for a business is by having a great sales pitch. Host a competition between student teams, awarding the most persuasive sales pitch. Students should be able to demonstrate that they know their target audience, that their product fulfills a need, and that their product will improve society.

### **Future Entrepreneurs Weekend**

Ask local entrepreneurs and business leaders to help with a two-day entrepreneurship camp. Have entrepreneurs discuss the challenges and gratification associated with becoming an entrepreneur. Host seminars on topics ranging from how to turn a product idea into a reality, to how to avoid common entrepreneurial missteps, to ways a product can fulfill a social need.

### **Supplier Showcase**

Hold a supplier showcase for local manufacturers and suppliers to display their products to local entrepreneurs. This will help suppliers build their networks and also give potential entrepreneurs the chance to explore untapped opportunities in their local communities.

### **Working from Home**

There are ups and downs to being your own boss and working from home. Host an interactive session to demonstrate both viewpoints on this up-and-coming issue in the workforce today.

### **Work it Out!**

#### *Community Based Workshop for Entrepreneurs*

Invite local entrepreneurs and experts to give a workshop in entrepreneurial skills training. This workshop should provide the potential entrepreneurs the opportunity to speak with successful local entrepreneurs and get a sense of what it takes to open up a business venture in the local community.

### **Wowing Women: Women Entrepreneurs**

The growing numbers of women entrepreneurs in the United States are shaping and redefining the American workplace. Recruit female entrepreneurs in the area to speak to the young women in your community.

### **How to Make It Big In Business**

Organize a day for aspiring entrepreneurs to observe and experience the day-to-day operation of a business venture. Invite local small businesses to open their doors and share their experiences with up-and-coming entrepreneurs.

### **Business Basics**

Establish Business Basics programs to provide job training and work experience for aspiring young professionals, through educational and hands-on experiences. Online programs may also be offered to expand the audience to those who cannot attend in person. These centers will help aspiring young professionals foster the skills needed to be successful in business and as an entrepreneur.

### **Motivational Entrepreneurs**

This panel showcases and brings together motivational speakers to empower those who are afraid of failure or on the brink of creating or starting a business of their own. Each session will be hosted by a motivational speaker and focused on a different way to promote the skills and potential necessary to become a successful entrepreneur.

### **Ethical Entrepreneurship**

Being a good businessperson is something that we all strive to achieve. This session sheds light on the issue of ethics in the world of entrepreneurship. An expert panel will answer questions that entrepreneurs of all levels have compiled.

### **Broadening Your Horizons: How to Expand Your Business**

Having a business on the brink of expansion is an exciting time. It's figuring out the best way to make this business prosper that is the tough part. This session creates a forum that allows for experts who have recently expanded their business to give advice and answer questions from those considering expansion.

### **Tips of the Trade**

#### *The secrets of successful entrepreneurs*

This workshop, taught by successful entrepreneurs, will showcase the skills and knowledge that have made them successful.

### **Protecting your Product!**

#### *Learn all about trademarks, property rights, intellectual property and patents*

Entrepreneurs have rights, too. Plan an information session to inform inventors and aspiring entrepreneurs about intellectual property and patent laws.

### **The Lair**

This activity is based on the hit U.K. reality show *Dragons' Den*, which gives creative minds the opportunity to pitch their business idea to a panel of investors, in the hopes of finding start-up funds. Another option for this activity is to mimic an entrepreneurship game show, during which innovative entrepreneurs can present their business plan or product to a group of local angels or venture capital firms who are prepared to invest in an original business idea.

### **Local Entrepreneur Hall of Fame**

Students explore and research the history of prominent local businesspeople and businesses. Each student selects one of these entrepreneurs to present to their class in a creative and innovative format.

### **To the Beat of Your Own Drum**

Organize a music festival that will showcase local talent in all genres of music, allowing kids to perform as well as help with backstage needs. Artists can showcase their talent on stage in front of a large audience, demonstrating how entrepreneurs come in many shapes, sizes and formats.

### **How to Start a \_\_\_\_\_!**

Whether it's a bowling alley or a restaurant, young entrepreneurs need a place to start. Invite local entrepreneurs to speak at an event designed to provide direction about starting specific kinds of business. For example, invite a restaurateur to describe what s/he had to do to open the doors and gain clients.

### **Spin-Out**

Encourage entrepreneurs to look to big businesses for ideas. The objective is for students to extract ideas from these businesses and transform them into their own.

### **Geo Jam**

Through a variety of games and challenges, students test their abilities and innovative skills in the world of math and science. By having students host their very own competition they will be engaging in innovative thought processes as well as learning.

### **Doing Well Through Doing Good**

#### *Social Entrepreneurship*

Business is a place to not only make our lives easier, but also to make our world a better place. Organize a competition in which the contestants submit a plan that will not only make money, but improve the world around us. This program will introduce the concept of corporate social responsibility and demonstrate that financial outcomes do not exclude positive outcomes for the environment and social performance (the triple bottom line).

### **Discuss with Dr. Entrepreneur**

Plan a session with a business advisor and allow for an extensive Q & A session in which attendees will be given the opportunity to seek advice from the advisor. You may also arrange for participants to schedule a complimentary one-on-one consultation with a business advisor, sponsored by your organization.

### **Discovering New Talent**

Organize a networking meeting focusing on employing people with a disability. It is a part of a series of networking meetings looking at diversity and equality in the workplace. Did you know over a million people with disabilities are ready, willing, and available to start work? Tap into an often overlooked talent pool for your future recruitment.

### **Art is Enterprising**

Entrepreneurship is not just about the world of business and stocks, but also encompasses fields like arts and crafts. Activity workshops hosted by community artists and entrepreneurs may be set up in different localities. Arts and crafts are an excellent way to hold the interest of young audiences, while also enabling them to explore their creative side.

### **Art and Entrepreneurship**

Organize an art show featuring artists who explore the basic themes or characteristics of entrepreneurship: opportunity recognition, creativity, problem solving, risk taking, resourcefulness and passion for ideas.

### **Poetry Slam**

Organize a poetry slam for students to express what entrepreneurship means to them or to honor entrepreneurs from their area or around the world. The poetry slam can be part of a larger event or arranged by schools, many of which already have similar events planned. Not only is a poetry slam another way to celebrate entrepreneurship, but it also demonstrates that people with all interests – poetry, film, art, business, technology – can be entrepreneurs. Local entrepreneurs or poets can judge the contest.

### **How to Do Business In \_\_\_\_ (Insert Name of City)**

Encourage the Small Business Office, Procurement Office, or Minority Business offices in your city to host an event about the process of doing business within your city. Learn about the ins and outs of starting a business, the resources available to entrepreneurs from the city, how to win government contracts and other related information for your community. Include city officials, as well as local entrepreneurs, who can share their experiences on how to use the available resources. Leave plenty of time for questions!

### **Non-profits via Pro-profits: Mutual Synergies**

How-to workshop on legal and practical skills, including ways to create mutually beneficial relationships in sales, how to service a product delivery, and how to present a compelling business idea that simultaneously creates commercial and social value.

### **Entrepreneurship Emersion: Operate a business for a day**

Contestants win an opportunity to experience what it's like to run their own business by pairing up with local established businesses.

### **Local Entrepreneurship Studio: Raise money for a Community Enterprise Center**

Start an "Entrepreneurship Studio", where young professional entrepreneurs can receive constructive criticism about their current business practices and strategies

### **At-Risk Activities**

Tailor an entrepreneurship workshop to groups focused on helping at-risk youth to overcome unique challenges.

### **Make Your Mark Challenge**

The Make Your Mark Challenge is a one-day enterprise competition run through schools. Teams of 4-6 students are challenged to design a product, service, event or attraction in response to a specific brief that is revealed online. The top entry from each school is judged by a panel and the best 20 teams from each region go forward to a Regional Final. From there the winning teams will have the opportunity to develop their ideas further at the National Final.

### **Make Your Mark in Film**

Organize a film-making competition in two stages—script writing and direction—that culminates in a 10-part movie filmed in 10 countries, by 10 different teams.

**Creativity Workshop**

Organize an afternoon workshop teaching young people how to unleash their creativity. Design firms, artists or educational institutions, would be uniquely qualified to demonstrate various creative processes that elicit the best ideas of participants. The activity may feature case studies of how creative projects developed from an idea to an actuality using different intellectual processes or ways of thinking.