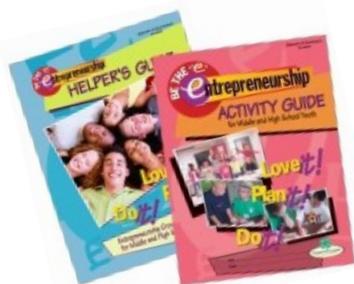




Be the “E” Entrepreneurship



Have fun working with youth as they explore the exciting world of entrepreneurship through *Be the “E.”* Youth like the idea of owning their own business—the feeling of hope, independence and, of course, being in charge! Youth, grades 7 to 12 discover the world of entrepreneurs through this 120-page Activity Guide. There are three levels of entrepreneurial activities for youth.



Level 1 – Love it!

Level 1, Love it! introduces young people to the world of Entrepreneurship. Youth discover what it is, who has done it, how some famous products got started, how to find and make business opportunities, and the rewards possible from owning a business. Through activities youth learn what it takes to be an entrepreneur and whether or not they have the “right stuff” to meet the challenges.

Level 2 – Plan it!

Level 2, Plan it! is a series of planning experiences that give youth the skills needed to function successfully as an entrepreneur. They learn about types of businesses, products and pricing, marketing, partnerships, agreements and contracts. They also learn about opportunity costs, how to connect their other skills and interests to money-making opportunities, the crucial importance of timing for an entrepreneurial enterprise and how to write a business plan.

Level 3 – Do it!

Level 3, Do it! takes youth through the process of researching and creating a business plan. They learn to do market surveys, budget forecasts, plan exit strategies, develop business ethics, project and control cash flow, and learn how to satisfy a customer while developing, presenting and implementing the business plan.

You do not have to be an entrepreneur to work through the activities with youth. Your role is that of a “Project Helper” which means you actually “take a back seat” while youth explore the activities and learn from the experiences. Youth also benefit from having a “Home Helper,” a parent, older sibling, relative, neighbor or someone who is simply interested in entrepreneurship and interacts with the youth throughout the project. Again, no special skills are needed, just a strong desire to help youth have a positive learning experience.

To learn more about Be the “E” or to place an order, go to: <https://shop4-h.org/collections/business-citizenship-curriculum>.

Visit https://www.canr.msu.edu/youth_entrepreneurship/ for more information on Entrepreneurship and Michigan 4-H Youth Development.