

Business Starter Kit

Design your
own business



TABLE

of contents

Intro: What is an entrepreneur?	2
Section 1: Develop your big business idea	4
Activity 1: Turn your hobbies into ideas	6
Activity 2: Brainstorm your business idea	8
Section 2: Make a business plan	14
Activity 1: Find your target customers	16
Activity 2: Set your business apart	18
Activity 3: Create your action plan	20
Activity 4: Craft your vision	22
Section 3: Design your brand	24
Activity 1: Name your business	26
Activity 2: Create a logo	28
Activity 3: Make business cards	33
Section 4: Make marketing magic	34
Activity 1: Create a print ad	36
Activity 2: Design your own merch	38
Section 5: Share and tell	40
Activity 1: Present and share your business	42



What is an entrepreneur?

An entrepreneur is someone who makes money by running their own business. Some entrepreneurs sell products like candles, jewelry, and notebooks.

Other entrepreneurs make money by doing tasks and services, like DJs and dog walkers. And some make money by creating content, like YouTubers.

Most of the entrepreneurs you know are likely adults, but you can build a business at any age. Running your own business is a fantastic way to earn your own cash. Throughout the kit, you'll read stories from young entrepreneurs who started their own successful businesses while still in school.



SPOTLIGHT ON

The Gill Brothers: Collin (13), Ryan (11), and Austin (8)

When the three Gill brothers asked their parents for money to buy Nerf Blasters and a PlayStation 4, their Mom and Dad didn't just hand over the cash. Instead, they said, "Get a job — or start a business." The boys decided to start a business hand-making and selling candles, and Frères Branchiaux (which is pronounced "Frair bron-shee-oh" and means Gill brothers) was born.

With the help of family, the brothers make and sell their products online. Those products have now expanded to include room sprays and soaps too. The business's success has allowed the boys to buy their own toys and learn valuable life skills, like public speaking and empathy (they donate some of their profits to the homeless). And Mom has even added business lessons to their homeschool schedule.



“We get to make our own money, and we’re our own bosses, too.”

– Collin

Frères Branchiaux
freresbranchiaux.com

BONUS:

Scan the QR code to read more inspiring stories on the Shopify Blog about kids like you who have started their own business!



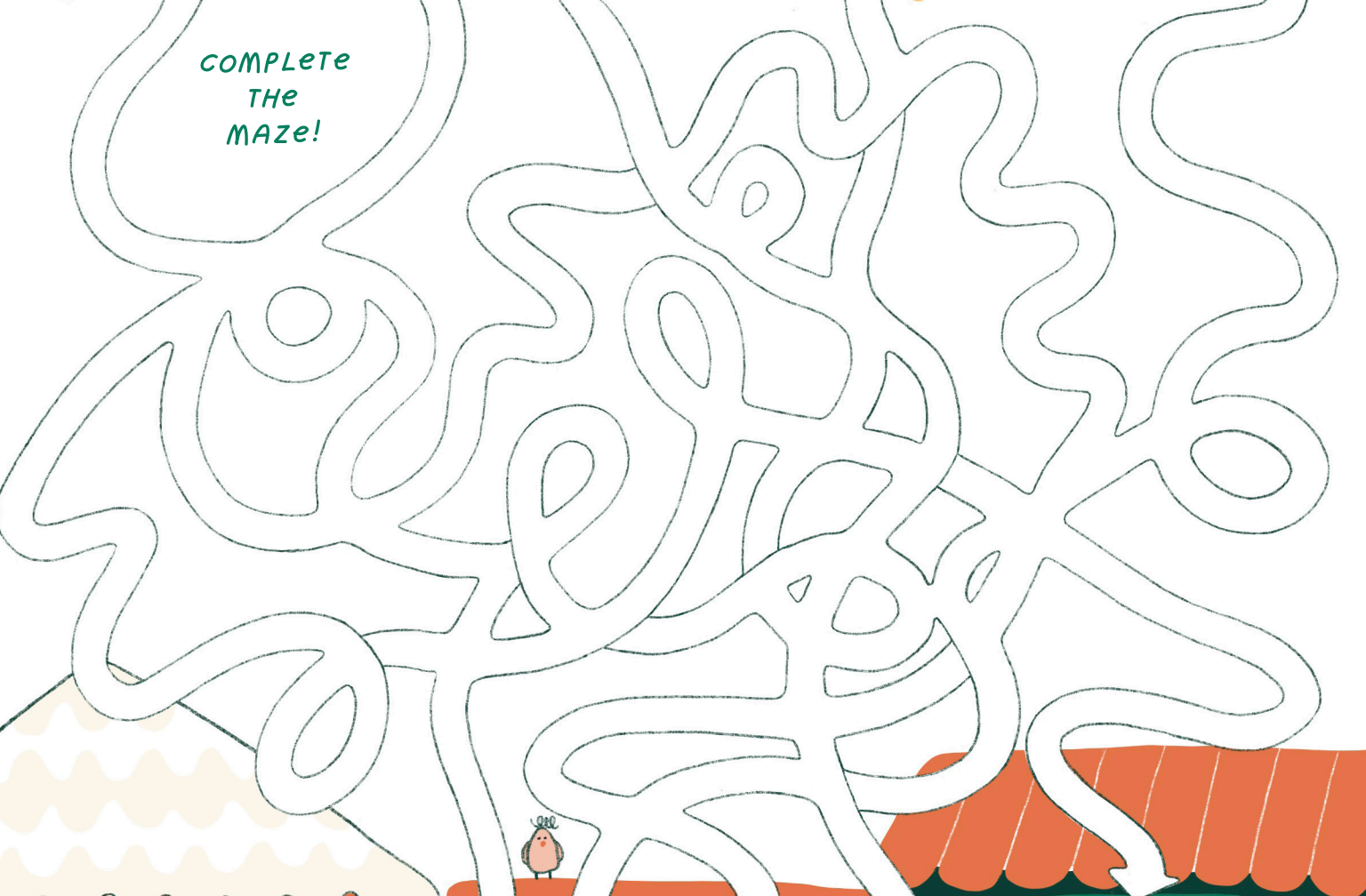
Develop your big business idea

Transform your interests into a business!

Start exploring your interests, and think about how they could help you come up with a business idea from scratch.



COMPLETE
THE
MAZE!



Activity 1



Turn your hobbies into ideas

What are you passionate about?

Start by thinking about what you enjoy doing the most in your free time (after school, on the weekends, before school, etc.).

Do you play sports? Do you make awesome art? Or do you have the most fun in the kitchen whipping up delicious treats?

Whether your favorite hobbies are playing sports, creating art, or cooking — you can use your interests as inspiration for your business.

Directions:

Step 1: On the next page, circle the activities you enjoy the most.

Feel free to write down anything else you love doing that's not on the list.

Step 2: Once you've identified your favorite activity, sketch it out.

Goal:

Identify your favorite hobbies

Time it will take:

About 30 minutes

You'll need:

- A pen or a pencil



TIP:

What you circle will help you create a business concept in Activity 2. Focus on choosing activities, interests, and products that you think could become business ideas.

Activities

- Baking
- Camping
- Coding
- Cooking
- Crafting
- DJing
- Dancing
- Doing yoga
- Drawing
- Gardening
- Hiking
- Journaling
- Listening to music
- Making videos
- Painting
- Playing an instrument
- Playing sports
- Playing video games
- Reading
- Running
- Sewing
- Skiing
- Snowboarding
- Surfing
- Swimming
- Taking photos
- Volunteering
- Walking
- Watching sports
- Writing

Interests

- Animals
- Astrology
- Astronomy
- Construction
- Engineering
- Geography
- Health
- Inventing
- Nature
- Pets
- Podcasts
- Pottery
- Science
- Tech
- YouTube

Products

- Accessories
- Beauty
- Board games
- Books
- Building blocks
- Cellphones
- Collectibles
- Fashion
- Haircare
- Plants
- Puzzles
- Robotics
- Skincare
- Toys
- Video games

other activity

other activity

other activity

other activity

*sketch your
FAVORite ACTIVITY
Here →*

