Uncovering Your Business Ideas

Success Indicator

You will discover why developing categories for evaluating or sorting information is an important decision-making tool.

Life Skills Practiced

Making Decisions, Organizing Information

Project Skills Practiced

You will practice gathering and sorting information when making decisions.

Introduction

In Chapter 1, What are the Possibilities? you brainstormed business ideas and asked friends and family for their ideas. You then narrowed your choices to a few business ideas that you liked. Now it's time to start evaluating these ideas to discover what you really want to do. Always remember that what your friend likes to do may not be what you really want to do. Be true to yourself.

Activity 1: Discovering Hidden Treasures

Part A:

Business ideas can come from anywhere. You can find them through conversations with friends or from your own experiences. In the story below, Shayla discovered a couple of business ideas from her own experience. Additional business ideas may be buried in her story. Can you find them? Be creative and help her discover at least three more business ideas. Write your answers in the space provided on page 2.2.

Shayla found a unique rock while walking around her grandfather's farm. It was a beautiful brown and blue color and all her friends wanted a stone just like hers. Shayla found lots of unusual stones on the farm. She even took the rocks to a geologist at the University and discovered they were considered mineral rocks with market value.

During vacations, Shayla and her cousins would walk the farm, create new trails, listen to the many species of birds and visit the lookout spots that showed the beautiful lands and river all around the farm. The farm also had some great bluffs that they would climb, or they would pretend they were pirates and go on great treasure hunts.

Last month, Shayla decided to make her special rock into a necklace. It looked great. Her friends and even strangers wanted to know more about the necklace and where they could get one just like it. One of her friends suggested she make more necklaces and sell them. That comment got Shayla thinking about all the possibilities with the farm and the rocks. Shayla thought of ideas for three businesses. Can you add three more ideas for her to consider?

Shayla's ideas:

- 1. Rock shop
- 2. Treasure hunt (adventure for children)
- 3. Jewelry making

Your ideas for Shayla:

4.

5.

6.

Part B:

Shayla thought about her initial business ideas but couldn't decide which one she should choose. To help her decide, she developed a Business Idea Sorting Grid that helped her sort through her choices. Shayla already filled out the chart for her ideas. Your task is to add your business ideas and fill in the columns in the spaces provided.

Shayla's Business Idea Sorting Grid

Bu Ide	siness ea	Type of Business	Product or Service Offered Rocks	Satisfies which customer need? Helps add to a rock collection	Other rock shops	What skills are needed for this business? Good eyesight to find rocks; interest in rocks; ability to sell and organize the rocks; rock polishing	Is this an easy business to start? Yes, with the right skills. Harder if a store location is needed.	Is this business interesting to you? Yes
1.	Rock Shop	Retail						
2.	Treasure Hunt	Service	Fun activity for kids	Adventure	Amusement parks	Leading tours, ability to give instructions, map making, creativity	Yes, on a small scale. Harder if you plan to add rides.	No
3.	Jewelry Making	Manu- facturing	Jewelry	Unique and unusual jewelry	Retail stores, jewelry parties	Jewelry design, production and polishing skills	Can be harder – need more materials	Yes, Shayla's favorite
4.								
5.								



Activity 2: Finding Your Business Treasure

In Chapter 1, you narrowed your brainstorming ideas to your top six choices: "Businesses that I would like to do now" and "Business that I would like to do now but need something extra." Using these six ideas, complete your own Business Sorting Grid and discover more about your business ideas and which ones are still of interest to you.

Businesses that I	would	like to	operate	now:
-------------------	-------	---------	---------	------

1.

2.

3.

E-Ship Clue

Not every idea will work for a business. Your challenge is to find the one that works for you!

Business Idea Sorting Grid

Business Idea		Type of Business	Product or Service Offered	Satisfies which cus- tomer need?	Competition	What skills are needed for this business?	Is this an easy business to start?	Is this busi- ness interest- ing to you?
1.								
2.								
3.								
4.								
5.								
6.								