

WHAT'S YOUR BIG IDEA?

ENTREPRENEURSHIP
CONTEST

YOUR BIG IDEAS ARE YOUR SUPER POWER!

It is easier than ever for teens to make their mark. Around the world, teens and young adults, are unleashing their ideas and making a difference in the world and making money! It all starts with just one big idea! The Internet and Social Media have opened the global marketplace to entrepreneurs of all ages. There are many resources online to help young entrepreneurs get started.

SUCCESSFUL BIG IDEAS FROM TEENS

ALINA MORSE

Like other every other kid, Alina loved candy, but she knew it was bad for her. In 2014, she created her own line of lollipops sweetened without sugar called Zollipops. She went on Shark Tank to pitch her business ideas, and now sells candy on Amazon and at Whole Foods. She was even invited to the White House by First Lady Michelle Obama twice!

ROBERT NAY

In 2010, a new mobile game called Bubble Ball overtook Angry Birds as the most downloaded free game on the app store with 1 million downloads. At 14, Robert learned everything he needed to know to build a mobile gaming app in his local public library. Through research, he wrote 4,000 lines of code for Bubble Ball in just one month.

DEVELOP YOUR BIG IDEA VOCABULARY

PROTOTYPE

A first, typical or preliminary model of something

*A product **prototype** is presented to potential investors to illustrate why they should fund the business venture.*

VALUE PROPOSITION

An innovation, service or feature intended to make a company or product attractive to customers.

*The **value proposition** of Disney+ is unique content only available to Disney+ users.*

ELEVATOR PITCH

A brief speech that outlines an idea for a product, service or project.

*She gave an **elevator pitch** to explain the value proposition of her startup company.*

LET'S BRAINSTORM SOME BIG IDEAS!

THINK: Use the think questions on the previous page.

CREATE: Your product or service to resolve those issues.

WHAT'S YOUR BIG IDEA?

MY BIG
IDEA IS: _____

Now that you have a big idea, you need to determine how it will satisfy the wants or needs of potential customers. Using the 4 P's of Marketing, also known as the Marketing Mix, you can figure out how your idea will work in real life. Use the brainstorming tool below to determine your Product, Place, Price and Promotion.

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THIS FORM WILL NOT BE ACCEPTED AS A CONTEST ENTRY.

THE 4 P'S OF MARKETING



PRODUCT

Describe your product or service and what it does. Who will use it and why.



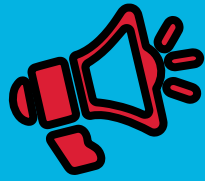
PRICE

What prices will you charge for your product or service? How much will it cost to make or provide?



PLACE

Where will you sell your product or service? In a store? Online? Will someone else sell it? Ex. Walmart or Amazon



PROMOTION

What advertising or promotional activities will you use to attract customers?