

# JA It's My Business!®

Card A

In many regions of the world, hunger is a part of everyday life. A considerable number of people still live far from cities, and adequate nourishment is a constant problem. They must rely on their own knowledge to make a living and their own agricultural skills and resources to raise enough food. Your business challenge is to help people in poverty-stricken areas find a way to create an income and feed their families. Keep in mind that many of the families you are trying to help live on small farms and have experience raising crops and taking care of animals.

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Card C

In the United States and around the world, many families have difficulty saving enough money to buy a home. Their dream of home ownership never comes true because they must spend their income on rent and other essentials. And in areas that have been affected by natural disasters (like hurricanes, tsunamis, and tornadoes), there often are no houses available for purchase. Your business challenge is to find a way to help people obtain affordable, well-built houses. Remember, it takes many different skills and a lot of material resources to build a house, and there are probably many people (including the new homeowners) who would be willing to help in some way.

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Card B

You will be working with a group of inner-city high school kids who want to do something to help their community. They are proud of their community, but it is a tough place to live. There are drugs, gangs, and violence. Many teens skip school and have no hope for their future. The students want to contribute to change their community's image and empower the teens who live there. They already have three great resources: a high school teacher who is passionate about growing things, access to an overgrown section of land near the school, and their own willingness to work hard. Your business challenge is to find a way to build community spirit and prosperity.

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Card D

Many children dealing with a serious illness or injury have urgent needs. Often, these kids require expensive mobility equipment (such as special wheelchairs, scooters, exercise equipment, and ramps). To keep up their spirits and help them heal as quickly as possible, they also need conversations and laughter with friends and the knowledge they are not alone. Many healthy individuals would like to help these ailing kids. Your business challenge is to organize a venture that will put people's good intentions to work for this compelling cause.



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MAS028 Entrepreneur Challenge Cards - Session 5

# Business Plan Guide

- In your own words, describe the urgent need you've identified.
- Describe your "big idea" to meet this need.
- Explain how your plan will benefit customers and why they will use your product or service.
- List your resources, including people who can help you get started.
- Describe three things you will do to make your big idea happen.
- Assuming you obtain start-up funding, describe how you will manage it.

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