



# Entrepreneurship

## Merit Badge Workbook

This workbook can help you but you still need to read the merit badge pamphlet.

The work space provided for each requirement should be used by the Scout to make notes for discussing the item with his counselor, not for providing the full and complete answers. Each Scout must do each requirement.

No one may add or subtract from the official requirements found in **Boy Scout Requirements** (Pub. 33216 – SKU 34765).

The requirements were last issued or revised in 2007 • This workbook was updated in June 2012.

Scout's Name: \_\_\_\_\_ Unit: \_\_\_\_\_

Counselor's Name: \_\_\_\_\_ Counselor's Phone No.: \_\_\_\_\_

<http://www.USScouts.Org> • <http://www.MeritBadge.Org>

Please submit errors, omissions, comments or suggestions about this **workbook** to: [Workbooks@USScouts.Org](mailto:Workbooks@USScouts.Org)  
Comments or suggestions for changes to the **requirements** for the **merit badge** should be sent to: [Merit.Badge@Scouting.Org](mailto:Merit.Badge@Scouting.Org)

1. In your own words, define entrepreneurship. \_\_\_\_\_

\_\_\_\_\_

Explain to your merit badge counselor the role of the entrepreneur in the economy of the United States. \_\_\_\_\_

\_\_\_\_\_

2. Identify and interview an individual who has started his or her own business. \_\_\_\_\_

Find out how the entrepreneur got the idea for the business and how the entrepreneur recognized it as a market opportunity.

\_\_\_\_\_

Find out how the entrepreneur raised the capital (money) to start the business. \_\_\_\_\_

\_\_\_\_\_

How well is the business doing? Report what you learn. \_\_\_\_\_

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3. Do the following:

a. Write down as many ideas as you can think of for a business. Get ideas from your family and friends. \_\_\_\_\_

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From your list, select three ideas that you believe are the best opportunities for you.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

b. Explain to your counselor why you chose these three ideas rather than the others on your list. \_\_\_\_\_

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c. For each of the three ideas that you chose, prepare a list of questions that you would ask potential customers.

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2 \_\_\_\_\_

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3 \_\_\_\_\_  
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- d. For each of your three ideas, informally interview potential customers, using the lists of questions from requirement 3c. Report what you learn.

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2 \_\_\_\_\_  
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3 \_\_\_\_\_  
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- e. Using the information you have gathered, choose the one idea that you feel is your best business opportunity.

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\_\_\_\_\_

4. Conduct a feasibility study of your business idea by doing all of the following (briefly writing or explaining each item to your counselor):

a. *Product or Service*

1. Identify your business goals. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2. Tell how you will make the product or perform the service. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Determine whether it is technically feasible (practical or doable). \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

3. Determine how you can make enough of the goods or provide enough of the service to meet your business goals. Explain how you will accomplish this. \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_

4. Identify and describe the potential liability risks of your good or service. \_\_\_\_\_

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\_\_\_\_\_

5. Determine what type of license you might need in order to sell or make your good or service. \_\_\_\_\_

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b. *Market*

1. Determine who your customers are. Identify the type of person who would buy your good or service. \_\_\_\_\_

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2. Describe the unique benefits of your good or service. \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_

3. Tell how you will promote and sell your good or service to potential customers. \_\_\_\_\_

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\_\_\_\_\_

c. *Finances*

1. If you are selling a good, determine how much it will cost to make one prototype. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2. Calculate the selling price of your good or service. \_\_\_\_\_

\_\_\_\_\_

Explain how you determined the price. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

3. Tell how you will sell your good or service and make a profit. \_\_\_\_\_

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\_\_\_\_\_

4. Determine how much money you will need to start your business. \_\_\_\_\_

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\_\_\_\_\_

Explain how you will get the money. \_\_\_\_\_

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d. *Personnel*

1. Determine what parts of the business you will handle yourself. \_\_\_\_\_

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\_\_\_\_\_

Describe your qualifications for the work. \_\_\_\_\_

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\_\_\_\_\_

Determine how your business responsibilities will fit into your schedule. \_\_\_\_\_

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\_\_\_\_\_

2. Determine whether you will need additional help to operate your business. \_\_\_\_\_

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\_\_\_\_\_

If you will need help, describe the qualifications your helpers should have and what duties they will perform. \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

5. Do TWO of the following.

- a. Sketch a prototype of your good or write a description of your service.

- b. Create the prototype. List all of the materials you used to make your prototype.

Material	Cost	Material	Cost
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Calculate the cost of all the materials and labor to compute the total cost of making your prototype. \_\_\_\_\_

- c. Design a promotional poster or flier for your good or service. \_\_\_\_\_

- d. Project (estimate) your sales through the first three months of operation. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Calculate the profit you expect to make. \_\_\_\_\_

6. When you believe that your business idea is feasible, start your business.

Show evidence that you started your business (sales receipts, for example, or photos of the product).

Discuss with your counselor any ethical questions you have faced or think you may face in your business venture. \_\_\_\_\_

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**Requirement resources can be found here:**  
[http://www.meritbadge.org/wiki/index.php/Entrepreneurship#Requirement resources](http://www.meritbadge.org/wiki/index.php/Entrepreneurship#Requirement_resources)

## Important excerpts from the [‘Guide To Advancement’](#), No. 33088:

Effective January 1, 2012, the ‘Guide to Advancement’ (which replaced the publication ‘Advancement Committee Policies and Procedures’) is now the official Boy Scouts of America source on advancement policies and procedures.

- **[ Inside front cover, and 5.0.1.4 ] — Unauthorized Changes to Advancement Program**  
**No council, committee, district, unit, or individual has the authority to add to, or subtract from, advancement requirements.**  
(There are limited exceptions relating only to youth members with disabilities. For details see section 10, “Advancement for Members With Special Needs”.)
- **[ Inside front cover, and 7.0.1.1 ] — The [‘Guide to Safe Scouting’](#) Applies**  
Policies and procedures outlined in the ‘Guide to Safe Scouting’, No. 34416, apply to all BSA activities, including those related to advancement and Eagle Scout service projects. [Note: Always reference the online version, which is updated quarterly.]
- **[ 7.0.3.1 ] — The Buddy System and Certifying Completion**  
Youth members must not meet one-on-one with adults. Sessions with counselors must take place where others can view the interaction, or the Scout must have a buddy: a friend, parent, guardian, brother, sister, or other relative—or better yet, another Scout working on the same badge— along with him attending the session. When the Scout meets with the counselor, he should bring any required projects. If these cannot be transported, he should present evidence, such as photographs or adult certification. His unit leader, for example, might state that a satisfactory bridge or tower has been built for the Pioneering merit badge, or that meals were prepared for Cooking. If there are questions that requirements were met, a counselor may confirm with adults involved. Once satisfied, the counselor signs the blue card using the date upon which the Scout completed the requirements, or in the case of partials, initials the individual requirements passed.
- **[ 7.0.3.2 ] — Group Instruction**  
It is acceptable—and sometimes desirable—for merit badges to be taught in group settings. This often occurs at camp and merit badge midways or similar events. Interactive group discussions can support learning. The method can also be attractive to “guest experts” assisting registered and approved counselors. Slide shows, skits, demonstrations, panels, and various other techniques can also be employed, but as any teacher can attest, not everyone will learn all the material.  
  
There must be attention to each individual’s projects and his fulfillment of *all* requirements. We must know that every Scout— actually and *personally*— completed them. If, for example, a requirement uses words like “show,” “demonstrate,” or “discuss,” then every Scout must do that. It is unacceptable to award badges on the basis of sitting in classrooms *watching* demonstrations, or remaining silent during discussions. Because of the importance of individual attention in the merit badge plan, group instruction should be limited to those scenarios where the benefits are compelling.
- **[ 7.0.3.3 ] — Partial Completions**  
Scouts need not pass all requirements with one counselor. The Application for Merit Badge has a place to record what has been finished — a “partial.” In the center section on the reverse of the blue card, the counselor initials for each requirement passed. In the case of a partial completion, he or she does not retain the counselor’s portion of the card. A subsequent counselor may choose not to accept partial work, but this should be rare. A Scout, if he believes he is being treated unfairly, may work with his Scoutmaster to find another counselor. An example for the use of a signed partial would be to take it to camp as proof of prerequisites. Partials have no expiration except the 18th birthday.