

# 4-H Entrepreneurship



## CURRICULA & RESOURCES

### Michigan 4-H Curricula

- » MSU Extension 4-H Youth Entrepreneurship: <http://www.canr.msu.edu/youth-entrepreneurship/>
- » Michigan Youth Farm Stands: Project Tool Kit: (<https://www.canr.msu.edu/foodsystems/uploads/files/youth-farm-stand-toolkit.pdf>)
- » Youth Business Guide to Success: [http://www.canr.msu.edu/youth\\_business\\_guide\\_to\\_success/](http://www.canr.msu.edu/youth_business_guide_to_success/)

### Curricula – Other States

- » Discover 4-H (Utah): <http://utah4h.org/discover/>
- » Entrepreneurship Investigation Curriculum (set of 4, can be purchased separately) (University of Nebraska): <https://shop4-h.org/products/entrepreneurship-investigation-curriculum-set-of-4>
- » Entrepreneurship Projects (Missouri 4-H, University of Missouri Extension): <https://4h.missouri.edu/entrepreneur-projects#gsc.tab=0>
- » YE\$ (University of Tennessee): <https://extension.tennessee.edu/publications/Documents/pb1554.pdf>

### National 4-H Curricula

- » Be the E: <https://shop4-h.org/products/entrepreneurship-curriculum-set-digital-download>
- » Build Your Future: <https://shop4-h.org/products/build-your-future-curriculum-set-of-2>
- » Consumer Savvy: <https://shop4-h.org/collections/practical-skills-curriculum>

### Other Resources

- » Entrepreneurship and Their Communities (eXtension): <https://articles.extension.org/entrepreneurship>

continued page 2

## WHAT'S IT ALL ABOUT?

From market livestock animals and craft sales to worm farming and biofuel production, 4-H has been involved in entrepreneurship from its beginning. Entrepreneurship combines business concepts and creativity. 4-H entrepreneurship programs can help you take an existing project to new levels or assist you in bringing a great idea to life with the potential to make a profit.

- » Learn what it is like to be an entrepreneur.
- » Use your talents, strengths and resources to create a product or service.
- » Apply effective communication strategies with potential partners, funders and customers.
- » Develop marketing tools.
- » Manage money and create a budget to determine profitability.
- » Learn financial skills and habits that you can use throughout your lifetime.
- » Explore how entrepreneurship could be a potential career option.
- » Understand the language of business.

## THE BIG PICTURE

### Starting Out:

- » Identify your interests, skills and passions to create a viable product or service.
- » Assess and build your entrepreneurial skills.
- » Generate and evaluate ideas for possible business opportunities.
- » Create solutions to existing problems.
- » Discuss business ethics and social responsibility.
- » Understand different types of business structures.

- » Analyze the risks and benefits of starting your own business.

### Learning More:

- » Explore the market for your product or service.
- » Find sources of money and capital.
- » Create a mission and vision for your business.
- » Determine advertising and branding strategies.
- » Apply cost analysis to develop a budget and project potential revenue.

### Expanding Horizons:

- » Establish a selling price and determine break-even point.
- » Develop and use a business plan.
- » Implement a marketing plan.
- » Gain recordkeeping skills.
- » Practice good customer service skills and strategies.
- » Sell your product or service for a profit.



## FOCUS ON ENTREPRENEURSHIP

Now that you know how, you can share with others! Here are a few ideas:

### Math

- » Track your spending and saving by creating a budget, or spending plan.
- » Collect and pay taxes on goods and/or services sold.
- » Determine the best selling price for your product or service.
- » Comparison shop for business supplies.

### Communication

- » Create and conduct an advertising campaign to promote buying local goods and services.

- » Create a poster or display helping others learn about running a business.
- » Partner with local businesses to learn about how they got started.
- » Practice pitching your business idea to potential partners.
- » Develop a press release, radio spot or TV commercial for your business goods or service.

### Citizenship & Leadership

- » Research social entrepreneurs and explore how they tackle social problems with entrepreneurial solutions.
- » Visit your local chamber of commerce, downtown development authority or a young entrepreneurs group.

- » Raise money for local charities.
- » Connect your local activities with National Entrepreneurship Week or Global Entrepreneurship Week (<https://genglobal.org/gew>).

### Life Skills

- » Use decision-making skills, critical thinking and problem solving to create a new business.
- » Keep records of your expenses and income as part of the business plan.
- » Practice cash handling.
- » Demonstrate good character in running a business.

## HOW CAN YOU GET INVOLVED?

- » Incorporate your entrepreneurship skills into other 4-H projects.
- » Attend the Connecting Entrepreneurial Communities conference (<http://www.canr.msu.edu/cc/>) held annually.
- » Participate in a business plan competition (<https://www.genei.org/showcase/>).
- » Sell your garden products at a local farmers market.
- » Register for 4-H Exploration Days and take a Business and Entrepreneurship session.
- » Job shadow a local entrepreneur.
- » Invite a Michigan State University (MSU) Extension staff member or local entrepreneur to present at a meeting or event.
- » Apply for the Leadership and Personal Development Michigan 4-H State Award or Group Award showcasing your business and entrepreneurship skills and knowledge.
- » Visit MSU's website at <https://entrepreneurship.msu.edu/> to explore entrepreneurship education and events.
- » Contact your local MSU Extension office (<http://www.canr.msu.edu/outreach/county>) for more opportunities.

## Curricula and Resources, Continued

- » Entrepreneurship Economics (Council for Economic Education): [https://store.councilforeconed.org/shopping\\_product\\_detail.asp?pid=52398](https://store.councilforeconed.org/shopping_product_detail.asp?pid=52398)
- » 4-H Virtual Farm (Virginia Tech): <https://www.sites.ext.vt.edu/virtualfarm/main.html>
- » Generation E Institute: <https://www.genei.org/>
- » MSU Extension Product Center: <http://www.canr.msu.edu/productcenter/>
- » National Consortium for Entrepreneurship Education: <http://www.entre-ed.org/>
- » Secret Millionaires Club: <http://www.smckids.com/learnandearn/youth-groups/4-h/>
- » U.S. Small Business Administration: <https://www.sba.gov/business-guide>

4-H Project Snapshot format adapted with permission from Iowa State University Extension's *Iowa 4-H Project Hot Sheet*.

MSU is an affirmative-action, equal-opportunity employer, committed to achieving excellence through a diverse workforce and inclusive culture that encourages all people to reach their full potential. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. Issued in furtherance of MSU Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jeffrey W. Dwyer, Director, MSU Extension, East Lansing, MI 48824. This information is for educational purposes only. Reference to commercial products or trade names does not imply endorsement by MSU Extension or bias against those not mentioned. The name "4-H" and the emblem consisting of a four-leaf clover with stem and the "H" on each leaflet are protected under Title 18 U.S.C. 707. (4H1759 1P-WEB-11:2018-PA) Produced by ANR Communications & Marketing. Authored by Kathy Jamieson, David Radloff, and Beverly Przystas.