

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/

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>

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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.

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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
- » 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*.

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