

Innovative Ideas

Summary: Your child will learn what an entrepreneur does and will brainstorm a business idea

Age Group: Grades 6th through 8th

Materials: paper and pencil or laptop/tablet

Instructions:

Have your child think about the following questions. Do you want to make a difference in the world around you? Do you have a great idea that you think other people would like too? Guess what? You can start a business! A person who starts and runs their own business is an entrepreneur. Explain to your child that many entrepreneurs are problem solvers. They see a problem or a need in their community and they create a product or a business to help alleviate that problem or meet the need. Help your child through the following brainstorming activity.

1. Have your child draw 3 vertical lines down their paper to make 3 separate columns. Have them title the first column “needs”, the second column “solutions” and the 3rd column “ideas”.
2. In the needs column, have them write down 3 different needs or problems they see in their community. For example, are there a lot of stray pets? Is there a high homeless population in the area? Is there a lack of accessible transportation?
3. Once they have written their 3 needs, have them write down a solution (or more than one!) for each need identified. For example, if they notice there are a lot of stray pets in their community (problem), a solution could be to start a shelter or provide foster homes so that these animals are not wandering the streets.
4. Once they have identified a possible solution(s), have them begin to brainstorm their business idea. Will they create a product to solve the problem? Will they start a business or organization to help solve a problem or a need in the community?

Extension: Keep your child inspired to run with their idea by having them look at the ideas others have come up with.

Visit <https://www.uspto.gov/kids/index.html>. Explore the teen section of the website to learn more about what others are doing to change the world! While exploring, keep in mind what the problem/need the entrepreneurs noticed was and what their solution is.

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