

# From an Idea to Entrepreneur Brochure

**Standard 8.1 Understand the skills & characteristics necessary to be a successful entrepreneur.**

**Standard 2.1 Understand basic business terminology.**

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**Task:** Create a Brochure in Canva.com to report on an entrepreneur of your choosing.

1. Choose your topic: Lego, Nike, Disney, or Google. Pick up the book of your choice from the counter. Read the book for topic research & report your findings in a brochure.
2. Use the **brochure trifold templates** provided in [Canva.com](https://www.canva.com) to create your brochure.
3. See the table below for the prompts you must complete in each of the six panels of the two paged brochure.
4. Upload into the Google Classroom assignment, Entrepreneur Brochure.

<p>Page 1, Panel #1 :</p> <p><b>Title Page</b></p> <p>Identify the following:</p> <ol style="list-style-type: none"><li>1. Entrepreneur Name.</li><li>2. Company Name.</li><li>3. Company Logo.</li><li>4. Student Name.</li><li>5. Class Period.</li></ol>	<p>Page 1, Panel #2:</p> <p><b>Brief History of Entrepreneur(s)</b></p> <ol style="list-style-type: none"><li>1. What relevant character traits, skills, interests, or work experience did the creator possess that made them the successful entrepreneur they are today?</li><li>2. What was the inspiration behind the business idea?</li><li>3. Include a Photo.</li></ol>	<p>Page 1, Panel #3:</p> <p><b>Business Description</b></p> <ol style="list-style-type: none"><li>1. Describe the business, explaining the product or service.</li><li>2. Describe what makes the product useful, unique or successful.</li><li>3. Include a Photo.</li></ol>
<p>Page 2, Panel #4</p> <p><b>Challenges</b></p> <ol style="list-style-type: none"><li>1. Identify &amp; describe at least two challenges the business has faced.</li><li>2. Include a Photo.</li></ol>	<p>Page 2, Panel #5</p> <p><b>Accomplishments</b></p> <ol style="list-style-type: none"><li>1. Describe at least two successful moments the company had. Examples could include growth, improvements or changes made.</li><li>2. Include a Photo.</li></ol>	<p>Page 2, Panel #6</p> <p><b>Business Terminology</b></p> <ol style="list-style-type: none"><li>1. Identify at least 6 new business terms you learned throughout your reading.</li></ol>