What Are the Possibilities?

Success Indicator

You will learn how to generate ideas for potential businesses using brainstorming and survey techniques.

Life Skills Practiced

Communicating With Others, Thinking Creatively, Making Decisions, Acquiring and Evaluating Information

Project Skills Practiced

You will practice generating business ideas and begin to evaluate the ideas.

E-Quote

"Creativity is an intricate part of being a successful entrepreneur. The great ideas are out there; it just takes a different perspective to uncover them."
– William Barrett, who started Can Do Enterprises at age 18.

Introduction

What should I do? What can I do? What is right for me? The questions can be endless just as the possibilities seem endless. Asking yourself these and many other questions is perfectly normal. Even some adults have difficulty deciding which business is right for them.

Over the next couple of chapters, you will start to narrow your focus and target the business idea that works for you. If, later on, you discover your business idea is not a good fit for you, come back to this chapter and work through the process again. It may take a couple of times to search through the possibilities and discover the one business that's just right for you.

Activity 1: I'm Bored, Our Community Needs This

We all have days when we are sitting at home with nothing to do ... we are bored! If only we had something to do. Here's your chance to brainstorm ideas that would make your neighborhood, school or community a fun place to live. Do this activity with a partner or a group of friends; the more people you have, the more possibilities you will think up!

1. Everyone will need a piece of notebook paper and pencil. Each person is to write his or her ideas about what will make the community a better place to live. Time limit is 3 minutes.

2. Next grab a partner to compare ideas and share more ideas. Remember, there are no wrong answers, only ideas. Write down your combined your list. Time limit is 5 minutes.

3. Now, combine your group with another group. Compare your lists and discuss the possibility or impossibility of each business idea. Ask evaluative questions such as: Can the business idea be changed to make it work? Does the idea have a positive impact on the community? Does the business answer a community need? Eliminate the ideas that will not work for your community.

4. Optional: From the list of remaining ideas, create a poster of which businesses you think your community needs. Hang the posters of ideas on the wall and discuss them as a class.

© The Board of Regents of the University of Nebraska on behalf of Nebraska 4-H. All rights reserved.

Activity 2: Researching the Landscape

Discovering a demand for a product is one of the key ingredients to a successful business venture. In this activity you are going to play detective and uncover the missing parts of this statement: If only I had this _____, I could do this _____. Using the following chart, give the statement to a minimum of three people in each category to help discover the hidden demand in your community. Possible categories are: teens, parents with young children, young adults, elderly citizens, others.

Category	If only I had this ...	I could do this ...	Who benefits?
1			
2			
3			
4			
5			

Category	If only I had this ...	I could do this ...	Who benefits?
1			
2			
3			
4			
5			

Category	If only I had this ...	I could do this ...	Who benefits?
1			
2			
3			
4			
5			

Discussion:

1. What great ideas did you discover from the people you asked?

2. Using the Evaluative Questions listed in Activity 1, are any of the ideas potentially good business ideas?

E-Ship Clue

Entrepreneurs view the world a little differently. They see everyday problems as business opportunities ...

© The Board of Regents of the University of Nebraska on behalf of Nebraska 4-H. All rights reserved.