

Welcome to

ENTREPRENEURSHIP

&

Marketing

Warm up game:

PICTIONARY

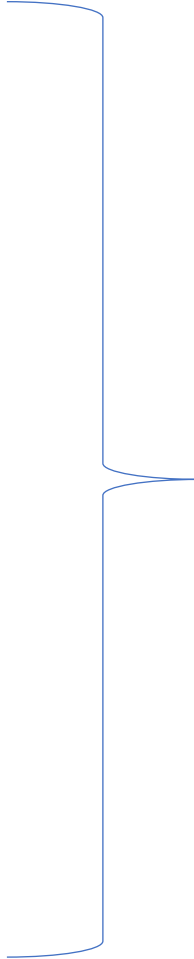
What does it mean
to have an
entrepreneurial
mindset?



Entrepreneurial Mindset:

Open to Feedback
Own Boss/Independent
Educated world issues Educated about specific markets
Ask questions
Adds value
Hard work and drive
Creative Thinker/Innovative

Entrepreneurial
Mindset =

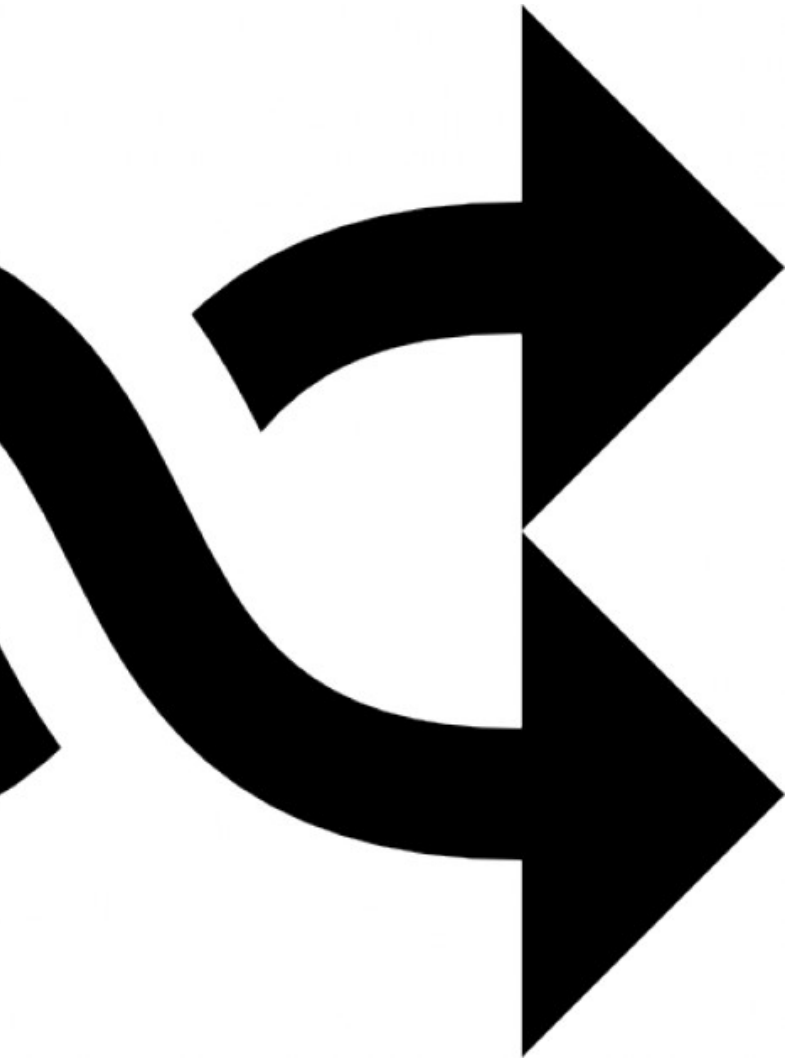


The entrepreneurial mindset is the set of attitudes, skills and behaviors that students need to succeed academically, personally and professionally.



	Attitude	Skills	Behaviors
Personally	Confident	Aware	
	Positivity	Creative	
Professionally	Organized	Leadership	Prep
	Independence	Creative	

“ENT mindset”: embodies a set of cross-functional **life** and **professional** skills that describe someone who is innovative, resourceful and creates value.



Life
Skills

+

=

Professional
Skills

ENT
Mindset

Developing
Skills



Starting a
Business

~~Plan A~~

~~Plan B~~

Plan C

Wo
YOU
with Dre "D"



FAIL

Evan
Williams



James
Dyson



Vera
Wang



HERSHEY'S®

MILK CHOCOLATE

NET WT 5 LBS (2.268 kg)

amazon

The image shows the word "amazon" in a dark blue, sans-serif font. Below the word is the Amazon logo, which is a yellow arrow that curves from the letter 'a' to the letter 'z', pointing to the right. The entire logo is set against a solid yellow background.

Companies:

Group 1	Luca	Ethan	Stella	
Group 2	Jaiden	Trevor	Savanah	Julia
Group 3	Max	Mesha	Bronwyn	Mia
Group 4	Gabe	Austin	Kayley	Isabel
Group 5	Patrick	Liz	Alexi	Nick

Products:

- New food line with **strictly** vegan products
- New form of technology to help organize & prioritize based on interests and hobbies and workload
- Dog toy that strengthens teeth (teething toy for puppies) but also has vitamins in it
- New gardening pot that helps drain water better for potted plants
- New online game that helps kids learn math quicker and with less difficulty