



Toy Business Designer

An entrepreneur is someone who comes up with new ways to solve problems and creates a business. They might improve something that already exists or make something new. In this badge, you'll find out that being an entrepreneur also means trying, making mistakes, and trying again. Now have some fun getting into the toy business!

Steps

1. Come up with an idea for a toy
2. Make your idea even better
3. Pitch your idea

Purpose

When I've earned this badge, I will have come up with an idea for a toy, designed it, made it better, and shared it—just like an entrepreneur!

Every step has two choices.
Do ONE choice to complete
each step. Inspired?
Do more!

STEP

1 Come up with an idea for a toy

Think of a new toy you would like to play with and then design it. Or, find a way to make your favorite toy better! Think about the way your favorite toy works. Can you use any of those ideas in your toy design?

CHOICES—DO ONE:

- ☐ **Draw it.** All you need are some paper and something to write with—crayons, markers, or pens. Then, sketch your idea! Make more than one drawing if you want to show the different ways your toy works.

OR

- ☐ **Make a model.** Creating a model will help your idea come to life! Don't worry, it doesn't have to be perfect. You can use craft supplies, such as clay, craft sticks, and colored markers. You can also reuse things that are about to go in the recycling or trash bin.

You Are a Cookie Entrepreneur™

When you sell Girl Scout Cookies®, you belong to the largest girl-led entrepreneurial program in the world! The skills you use—setting goals, making decisions, and talking to people—are all part of being an entrepreneur.



Draw Your Toy Design!

What
makes your
toy fun?

Who is
it for?

How
do you play
with it?

What
is it made
from?





She Did It!

As a teen, Lizz Whitacre volunteered at a pet shelter to help furry friends find forever homes. By the time this animal lover graduated high school, she co-owned the shelter! Lizz discovered that one problem with running a pet shelter was filling out all the paperwork to manage the animals' adoption. What did she do? She came up with a computer software program to make it easier! Soon, rescue shelters all over the country were using her program called Pawlytics. "The world needs people who are willing to think differently," says Lizz. "Why not you?"

Lizz Whitacre, founder of Pawlytics

Words to Know

Brainstorm:

A fun word that means coming up with new ideas and different ways to solve a problem.

Entrepreneur:

Someone who creates something or finds a way to help people and solve problems. Entrepreneurs use their ideas to create a business.

Feedback: An opinion, or what someone thinks about your idea.

Model: Something you build out of materials to show another person what your idea will look like.

Pitch: When you share your idea with people in a way that gets them excited and eager to support you as you bring your idea to life.

STEP

2 Make your idea even better

Any idea can use improving or fixing! Entrepreneurs always want to improve their projects, so they ask other people for feedback. This just means finding out what people think of your toy design. Remember to tell people what it is and what it does. Try to also ask kids who might like playing with your toy. Then, work on your idea again!

CHOICES—DO ONE:

☐ **Show your idea to your Girl Scout friends.** Have them tell you what they like about it and what they would change. Then, use their feedback to make changes that improve your toy design.

OR

☐ **Share your idea with your friends and family.** Invite your friends or family members to tell you what they like about your idea and what they would change to make your toy better. You can talk to a lot of different people to get as much feedback as you can. Use the feedback to make changes that improve your toy design.

Don't be afraid to make changes to your idea. It will only help make your idea better. That's part of being an entrepreneur!



Your Feedback Script

- *Hi, my name is...*
- *I hope you can give me some feedback on my idea.*
- **I designed a toy that does...**
- *Here is what it looks like.* (Show your drawing or model.)
- *What do you like about my idea?*
- *What would you change?*

How to Shoot a Video

Step 1: What do you want to say and show in your video? Write it down or draw your video idea.

Step 2: Find the right background and place to shoot:

If you are filming indoors, pick a room with a lot of natural light, like sunlight coming through the windows. You can always add other lights like ceiling lights and table lamps.

If your toy works best outdoors, go outside to film it. The best times to film outdoors are on a cloudy day, an hour after sunrise, or an hour before sunset.

Step 3: Make sure you show how to play with your toy. You can talk into the camera as you, or someone else, demonstrate what it does.

STEP 3 Pitch your idea


You may know the word “pitch” from sports, where it means throwing a ball. But for entrepreneurs, the word pitch means sharing your idea with people to get them to support your idea. You are pitching when you talk your parents into letting you stay up past your bedtime, or ask a friend to play your favorite game. You may have seen salespeople pitch whatever they are selling on TV or online. Do one of these choices to help pitch your toy to your friends or family. If you have an idea for how much your toy will cost, include that too!

CHOICES—DO ONE:


☐ **Draw a poster and present it.** Make a poster to advertise your toy, just like you might see in a toy catalog, magazine, or on a website. Show what it does and why it’s special. Be sure to include the cost!

OR


☐ **Make a video and present it.** Show how your toy works and why it’s fun! Don’t forget to mention how much it will cost. Ask your friends or family to act in your video. Have a trusted adult or older girl help you make your video and edit it.



Here's my idea
for a rain catcher
we can use as
a pool!



Here's
how it works:
I collect rain in
my rain catcher.
Then, when it's
sunny out, I go
for a swim! It's
so much fun,
and we can also
use the water for
the flowers,
trees, and
plants
around
us.



What do you think of my
rain catcher/pool?

Now that I've earned this badge,
I can give service by:

Using my entrepreneur skills to sell cookies so my troop can
use the money for a service or Take Action™ project

I'm inspired to:

Made possible by a generous gift from Susan Bulkeley
Butler, author of *Become the CEO of You, Inc.*

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