

Build a business in

10 days

Day 2: Entrepreneurship



Presented to you by founders, Kayla, Keagan, & Ashley Serverius



Welcome Back!



Let's get started with Day 2!



In today's lesson,

you will be learning the definition of entrepreneurship, stats on teenpreneurs, & steps for starting a business.



Agenda

01

Definitions of
Entrepreneurship

02

Teenpreneur Stats

03

Business Steps

04

Homework



01

Definition of Entrepreneurship



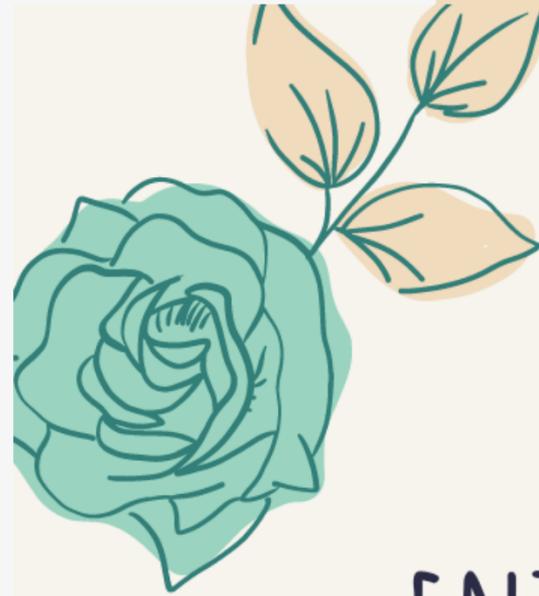
WHERE DOES THE TERM COME FROM?



The term entrepreneur is typically attributed to a well-known economist, John Baptiste Say. The French term comes from the word, *entreprendre*, meaning "to undertake."



ACCORDING TO
OXFORD...



ENTREPRENEURSHIP

the activity of setting up a
business or businesses,
taking on financial risks in
the hope of profit.

-Oxford Dictionary



ACCORDING TO
OUR FELLOW
YOUNG
ENTREPRENEURS...

**WHAT IS YOUR
DEFINITION OF
ENTREPRENEURSHIP?**

KID.EVEREST





officialprojectiam  committed
to growth 

1w 1 like Reply



alyssa.shipmann 
entrepreneurship is the act of
staying committed and
persevering for the sake of your
business. it takes effort and
(mental) strength to be an
entrepreneur :)





soaring.together

Entrepreneurship is a way of life
— a problem solver's mindset + a
refusal to give up show a true
entrepreneur



graphicsbyginger I think that
entrepreneurship is sharing an
idea and a passion that you have
with others who may need it :)



1w 1 like Reply



02

Teenpreneur Stats



Did you know?

41%

of kids and teens
dream of being an
entrepreneur.

57%

of those young CEOs
will cite funding as
their #1 struggle.



**93% of successful
entrepreneurs started
as kids.**

-Inc.com



ADVANTAGES



Starting a business as a teen has so many advantages! For one, you have much more time to devote to your interest! Young entrepreneurs are also more creative, proactive, and passionate.



THE GOAL OF
ENTREPRENEURSHIP?

HELP
PEOPLE + MAKE
MONEY



03

Business Steps



BUSINESS STEPS



1. Find your motivation
2. Ideation
3. Business name
4. Monetization
5. Funding
6. Pitch
7. Launch
8. Assessment



Don't worry. We are going to discuss each of these steps in detail.



04

Homework



HOMework



1. BaB Workbook Day 2:
What is your definition of an entrepreneur?



take a
small step
EVERYDAY





See you
tomorrow!

hello@kideverest.com

www.kideverest.com

 [kid.everest](https://www.instagram.com/kid.everest)

