

Entrepreneurship

Merit Badge Workbook



Merit badges are earned by doing: reading the pamphlet, practicing the skills, and showing your counselor what you have learned.
This workbook gives you a place to organize your notes and track your progress along the way.
Merit badge counselors may not require the use of this or any similar workbook.
You still must satisfy your counselor that you can demonstrate each skill and have learned the information.
Use the space under each requirement to note what you have done and what you want to talk about, not to write out full answers.
When a requirement says discuss, show, tell, explain, or demonstrate, that is what you must do.
No one may add to or subtract from the official requirements found on scouting.org (Guide to Advancement 7.0.4.8).
Scouting America last updated this badge's requirements page on September 19, 2025.
Requirements change from time to time. Double-check scouting.org before you start.

Scout's name: _____ Unit: _____ Date started: _____

Counselor's name: _____ Phone no.: _____ Email: _____

Links marked "Scouting America resources" are the ones Scouting America shares on its official badge page.
This workbook is unofficial and not endorsed by Scouting America.

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1. In your own words, define entrepreneurship. Explain to your counselor how entrepreneurs impact the U.S. economy.

Scouting America resources: Why Entrepreneurs Are Important for the Economy (video)
Why Entrepreneurship Is Important to the Economy (website)

Entrepreneurship, defined in my own words

How entrepreneurs impact the U.S. economy

Requirement 1 completed on _____ counselor initials _____

2. Explain to your counselor why having good skills in the following areas is important for an entrepreneur: communication, planning, organization, problem solving, decision making, basic math, adaptability, technical and social skills, teamwork, and leadership.

Scouting America resources: The Key Skills of Successful Entrepreneurs (video)
The Entrepreneurial Mindset: From Kids to Entrepreneur (video) · 6 Skills All Entrepreneurs Need (website)

Why these skills matter for an entrepreneur

Skill	Why it is important
Communication	
Planning	
Organization	
Problem solving	
Decision making	
Basic math	

Why these skills matter for an entrepreneur (continued)

Skill	Why it is important
Adaptability	
Technical and social skills	
Teamwork	
Leadership	

Requirement 2 completed on _____ counselor initials _____

3. Identify and interview an individual who has started a business. Learn about this person's educational background, early work experiences, where the idea for the business came from, and what was involved in starting the business. Find out how the entrepreneur raised the capital (money) to start the business, examples of successes and challenges faced, and how the business is currently doing (if applicable). Discuss with your counselor what you have learned.

Person I interviewed _____ Their business _____ Date _____

My interview notes

Topic	What I learned
Educational background	
Early work experiences	
Where the idea for the business came from	
What was involved in starting the business	
How they raised the capital (money)	
Examples of successes	
Challenges faced	
How the business is currently doing (if applicable)	

What I learned, to discuss with my counselor

Requirement 3 completed on _____ counselor initials _____

4. Think of as many ideas for a business as you can, and write them down. From your list, select three ideas you believe represent the best opportunities. Choose one of these and explain to your counselor why you selected it and why you feel it can be successful.

Scouting America resources: Business Ideas: Finding Your Niche (video)

My business ideas

#	Idea

My three best opportunities

Idea	Why it is a good opportunity

The idea I chose

Why I selected it, and why I feel it can be successful

Requirement 4 completed on counselor initials

5. Create a written business plan for your idea that includes all of the following:

Scouting America resources: How To Write a Business Plan With 6 Easy Simple Steps (video) · Writing a Business Plan (video)

(a) Product or Service

(1) Describe the product or service to be offered.

My product or service

(2) Identify goals for your business.

Scouting America resources: How To Set SMART Goals for Your Business (Guide) (video)
Achieve More by Setting Smart Goals (video)

My business goals

(3) Explain how you can make enough of the product or perform the service to meet your goals.

How I can make enough of the product or perform the service to meet my goals

(4) Identify and describe the potential liability risks for your product or service.

Scouting America resources: Mitigating Risk & Managing Liabilities (video)

Potential liability risks

Risk	Description

(5) Determine what type of license, if any, you might need in order to sell or make your product or service.

Scouting America resources: What Is Licensing (video) · How To License your Business Idea Step-by-Step (video)

License I might need (or none) | Where I checked

(b) Market Analysis

(1) Identify the types of people who would buy your product or service.

Scouting America resources: How To Define Target Market and Customers in Business Plan (video)

Types of people who would buy it

(2) Identify your business's competitors, and describe their strengths and weaknesses.

Scouting America resources: What Is a Competitive Analysis? (video) · Advantages to Competitors (video)

My competitors

Competitor	Strengths	Weaknesses

(3) Describe what makes your product or service unique.

Scouting America resources: Unique Selling Proposition (video) · 3 Strategies to Find Your Unique Selling Proposition (USP) (video)

What makes my product or service unique

(c) Financial

(1) Determine how much money you will need to start your business, and identify how you will obtain the money.

Scouting America resources: How To Build Financial Projections for Your Startup (video) · How To Calculate Startup Costs (video)

Money I need to start

Startup item	Cost

Total money I need to start

How I will obtain the money

(2) Determine the cost of offering your product or service and the price you will charge in order to make a profit.

Scouting America resources: PRICING STRATEGY: How To Find The Ideal Price For A Product (video)

Cost of offering my product or service

Cost item	Amount

Total cost per item or job

The price I will charge

(3) Describe what will happen with the money you make from the sales of your product or service.

Scouting America resources: Revenue vs Gross Income/Profit/Earnings vs Net Income/Profit/Earnings (Bottom Line) (video)

What will happen with the money I make from sales

(d) Personnel

Scouting America resources: How To Create an Investor-Ready Personnel Plan and Forecast Employee Costs (website)

(1) Determine what parts of the business you will handle yourself, and describe your qualifications.

Parts of the business I will handle

Part of the business	My qualifications

(2) Determine whether you will need additional help to operate your business. If you will need help, describe the responsibilities and qualifications needed for the personnel who will fill each role.

Will I need additional help? (yes or no)

Help I will need

Role	Responsibilities	Qualifications needed

(e) Promotion and Marketing

Scouting America resources: How To Develop an Effective Marketing Strategy (video)

(1) Describe the methods you will use to promote your business to potential customers.

Scouting America resources: What Is Marketing in 3 Minutes | Marketing for Beginners (video) · Tips for Elevator Pitches (video)

How I will promote my business

Method	How I will use it

(2) Explain how you will utilize the internet and social media to increase awareness of your product or service.

Scouting America resources: Four Steps To Building Brand Awareness Through Social Media (video)

How I will use the internet and social media

(3) Design a promotional flyer or poster for your product or service.

Scouting America resources: Canva Tutorial For Beginners | How To Design A Flyer in Canva (video)
Canva Brochure Design Tutorial (video) · How To Make a FLYER in Google Docs (video)
How To Use Lucidpress to Make a Pamphlet or Brochure (video)

Which I made (flyer or poster) Date made

Sketch my flyer or poster here, or attach it

Requirement 5 completed on counselor initials

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6. When you believe your business idea is feasible, imagine your business idea is now up and running. What successes and problems might you experience? How would you overcome any failures? Discuss with your counselor any ethical questions you might face and how you would deal with them.

Scouting America resources: 15 Challenges Startups Face (and How To Overcome Them) (website)
Understanding Business Ethics (video) · Failures Are Lessons for Future Success (video)

Successes I might experience

Problems I might face

Problem or failure	How I would overcome it

Ethical questions I might face

Ethical question	How I would deal with it

Requirement 6 completed on _____ counselor initials _____

Counselor sign-off

Your counselor signs your blue card or approves the badge in Scoutbook, and your unit records it. This line is for your own records.

Counselor's signature _____ Date completed _____

Official Scouting America resources

Scouting America resources: Entrepreneurship merit badge page (requirements and resources)
Entrepreneurship merit badge pamphlet (free PDF) · All merit badges

Made by Cole at ScoutSmarts.com, an Eagle Scout who loves helping Scouts.
Spot an error or a requirement change? Tell me at scoutsmarts.com/contact.
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