

# What Does it Take to Be an Entrepreneur?

A crash course in learning about entrepreneurship

**YWCA Building Sustainable Futures**

# Throughout This Session, We Will...

- Explore what an entrepreneur is;
- Discuss and explore what entrepreneurial skills are;
- Practice putting entrepreneurial skills into action;
- Discuss the relevance of entrepreneurial skills in all areas of our lives.

# Warm-Up!

*Imagine that we are in a warehouse full of chairs. What are some of the things we could do with all of the chairs?*



# What Is an Entrepreneur?

- Brainstorm ideas here!

# What Are the Skills of an Entrepreneur?

Some include...

- ✓ Creativity
- ✓ Leadership
- ✓ Problem-solving skills
- ✓ Time-management skills
- ✓ Decision-making skills
- ✓ Teamwork skills
- ✓ Relationship-building skills
- ✓ Presentation skills
- ✓ Communication skills
- ✓ Resiliency
- ✓ Strategic thinking
- ✓ Self-esteem
- ✓ Confidence

# How Might These Skills Play a Role in Your Everyday Life?

- Brainstorm ideas here!





Where Do Good Ideas Come From? YouTube Video  
<https://www.youtube.com/watch?v=NugRZGDbPFU>

# So You Have an Idea...

- What comes next?
- Ask yourself:
  - What need am I trying to fill?
  - How can I communicate about my product to others?



# Business Plans

- **What is a business plan?**

- A business plan is a document that outlines the full plan for your business and includes information about your company and your values, who your customers are, how you will sell and market your business, how you will operate your business and keep customers coming back, and finally your finances and profitability.

- **Why do I need one?**

- They are essential!
- A business plan is not only an important organizational step, it's also required for many funding applications, bank loans, permits, building partnerships, etc.

# How Do I Create a Business Plan?

Many great templates exist to assist you in creating a business plan. A good starting place is building your business model canvas. This will help you think through the key components of your business model/idea.










1. **Value Proposition** – A single clear and compelling message that states how you are unique/different and why you are worth paying attention to. How do you help?
2. **Customer Segments** – Who are your customers? Who do you help?
3. **Channels** – What are your paths to customers?
4. **Customer Relationships** – How do you interact?
5. **Revenue Streams** – What is your revenue model? How do you make money? What does your sales forecasting look like? What will you earn?
6. **Key Resources** – What do you need to deliver/create/sell your product/service? People? Equipment?
7. **Key Partners** – Who helps you? What partnerships are required? Do you need suppliers?
8. **Key Activities** – What is it that you do? Think about workshops, production, problem solving, etc.
9. **Cost Structure** – What are the costs of running your business? Think about fixed and variable expenses, cost of the product, cost of staff, etc.

# What Does a Business Model Canvas Look Like?


YWCA ST. JOHN'S

## BUSINESS MODEL CANVAS

PROJECT NAME: \_\_\_\_\_ DESIGNED BY: \_\_\_\_\_

<b>KEY PARTNERS</b> 	<b>KEY ACTIVITIES</b> 	<b>VALUE PROPOSITIONS</b> 	<b>CUSTOMER RELATIONSHIPS</b> 	<b>CUSTOMER SEGMENTS</b> 
	<b>KEY RESOURCES</b> 		<b>CHANNELS</b> 	
<b>COST STRUCTURE</b> 			<b>REVENUE STREAMS</b> 	

ADAPTED FROM STRATEGYZER BUSINESS MODEL CANVAS.  
[HTTPS://WWW.STRATEGYZER.COM/CANVAS/BUSINESS-MODEL-CANVAS](https://www.strategyzer.com/canvas/business-model-canvas)

 **YWCA**  
ST. JOHN'S | NATIONAL ADVOCACY  
COMMUNITY ACTION.

Let's Hear From an  
Entrepreneur!

# Elevator Pitch



## What is an elevator pitch?

Imagine that a business owner is in an elevator and a potential customer or investor hops in the same elevator.

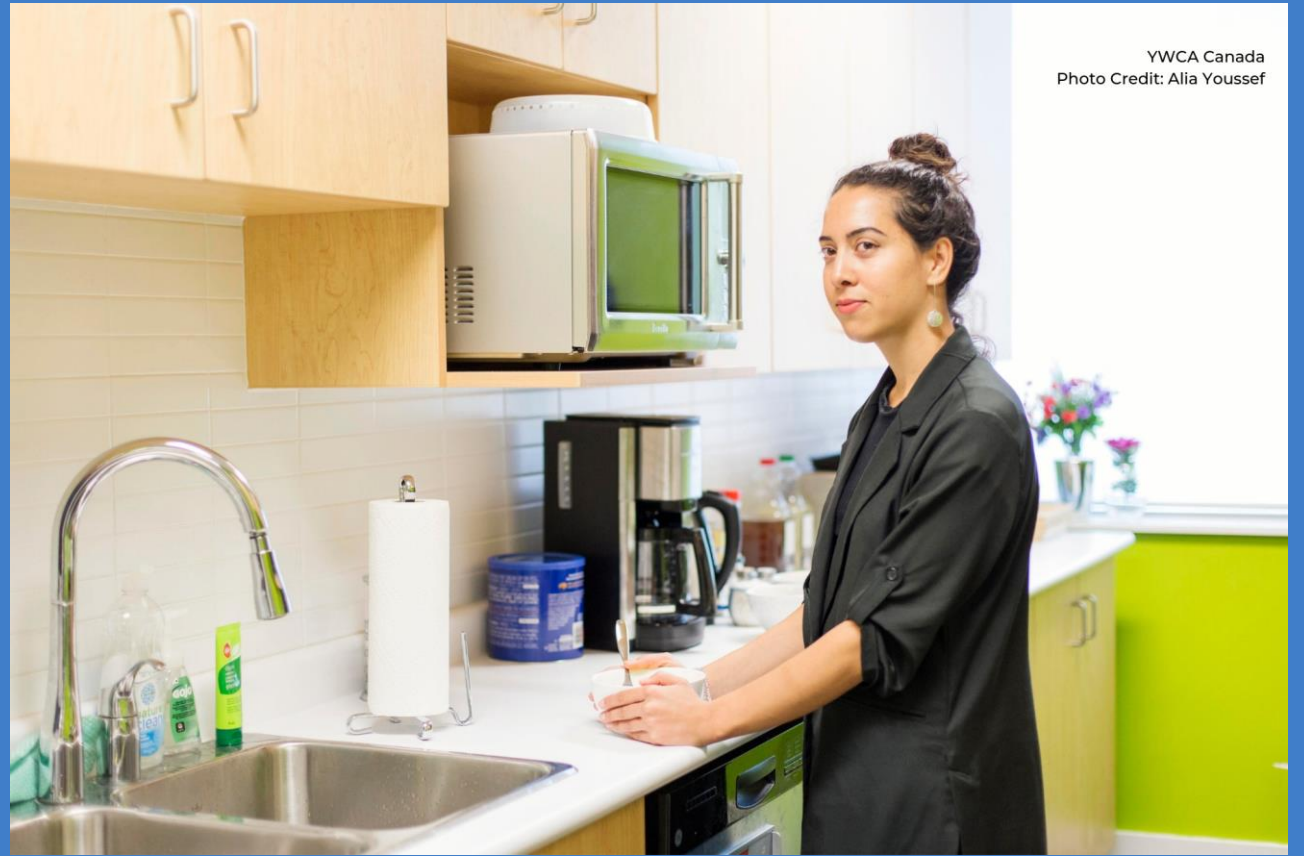
Their time together in the elevator is short, so the business owner has to try to sell their business/product/idea in a clear and persuasive way, in hopes of convincing the person to become a customer or to invest.

# Now It's Your Turn!



YWCA Canada  
Photo Credit: Alia Youssef

## Let's hear your pitch!



# Let's Get Dreamy!

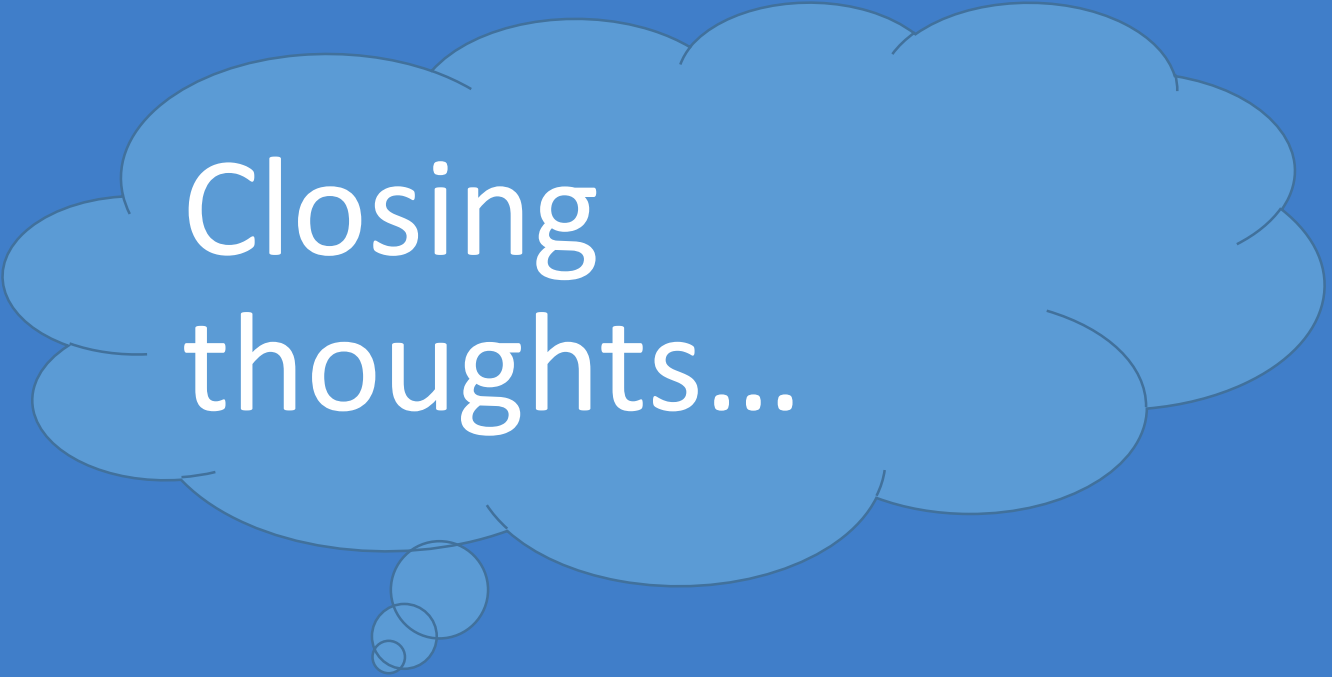
If there were no barriers in your way to starting your own business, what would your dream business idea be?

# Reflection

- How helpful did you find this activity?
- What skills do you think you used in completing this activity?
- Do you think these skills are important in employment more generally?

How about your life more broadly?





Closing  
thoughts...

What is one new thing you  
learned today?