**Intro to Entrepreneur Challenge**

In our next unit, Entrepreneurism, you will work with teams to create an innovative solution to a problem facing our community. You will be guided through this project by a series of questions and learning opportunities that will cause you to reflect, research, analyze, and present your findings. Questions like “What is our current reality in our community?”, “What does our community look like now and what do we want it to look like?” Each student will go through the following phases during this project:

**Phase 1: Community Assessment**- What problems are we facing in Madison? What innovative solutions do we have to solve them?

**Phase 2:** **Business Model**- Map out your business idea and write a business plan and budget

**Phase 3: Pitch It-** Learn how to effectively market your idea. Create a sales pitch and marketing materials

**Phase 4: Final Presentation-** Pitch your idea to a panel of judges

Throughout these steps you will work with community and business mentors until you have a polished product.