

Entrepreneurship Opportunity Guide

NAME _____ DATE _____ PERIOD _____

Entrepreneurship is bigger than one kind of business

An **entrepreneur** finds a problem or unmet need, organizes a response, and accepts responsibility for the result. The business may sell a product, service, experience, or specialized skill.

FIELD	PROBLEM OR NEED	POSSIBLE BUSINESS	OWNER RESPONSIBILITY
Information Technology	A small organization cannot keep its devices secure	Cybersecurity checkup service	Protect client information and explain limits honestly
Hospitality	Families need affordable food for events	Mobile catering or food-prep service	Price ingredients, follow food-safety rules, and deliver on time
Human Services	Clients need convenient personal-care appointments	Mobile or neighborhood salon service	Maintain sanitation, scheduling, records, and licenses
Agriculture	Apartment residents want fresh herbs in small spaces	Balcony-garden kit and coaching service	Test the product, price supplies, and give accurate care directions
Business and Marketing	A local shop needs help reaching customers	Social-media content and campaign service	Use client-approved information and show what the campaign actually did

Important: a business idea is not automatically a good opportunity. The owner still has to check the customer, cost, competition, rules, and ability to deliver.

1. Define it in your own words

Entrepreneurship means:

2. Find four opportunities

Use four different fields. You may adapt the examples above or use a field you care about.

FIELD	PROBLEM OR CUSTOMER NEED	PRODUCT OR SERVICE	ONE SKILL OR RESPONSIBILITY THE OWNER NEEDS
1.			
2.			

FIELD	PROBLEM OR CUSTOMER NEED	PRODUCT OR SERVICE	ONE SKILL OR RESPONSIBILITY THE OWNER NEEDS
3.			
4.			

3. Choose one field of personal interest

My field: _____

The opportunity I would investigate first:

Why this problem or customer need matters to me:

4. Separate an idea from evidence

One fact I already know:

One question I would need to answer before spending money:

Done when

- ☐ I wrote a clear definition in my own words.
- ☐ I described four opportunities in different fields.
- ☐ Each opportunity names a problem or need, an offer, and an owner responsibility.
- ☐ I selected one opportunity and named a question that still needs evidence.