



Entrepreneurship Project



Have an idea? Let's build it. Entrepreneurship is about turning your passions into action. In this project, youth explore how businesses start, grow, and solve real-world problems while building creativity, confidence, and leadership skills. You'll learn about product design, budgeting, marketing, customer service, and smart decision-making. Entrepreneurship connects with every 4-H project area from foods and livestock to robotics, photography, health, and more. Take what you're already learning and discover how it could become a product, service, or business idea. Whether your project is conceptual or real, you'll gain the skills to be Beyond Ready for future opportunities.

Beyond Ready

Ready to Lead

Youth involved in 4-H are **two times more likely to have the goal of becoming a leader**. Through real-world experiences and the guidance of caring mentors, they develop the confidence, communication, and decision-making skills needed to lead in today's changing world.

Ready to Serve

Youth who participate in 4-H are **three times more likely to engage in community service**. Service learning provides them with purpose and connection at a time when **more than 53% of Gen Z report feeling lonely**. Through 4-H, youth are empowered to serve with compassion and make a meaningful impact.

Ready to Build

With nearly **10 million unfilled jobs and 77% of employers seeking real-world skills**, 4-H helps youth build what matters. Through hands-on projects and career exploration, youth gain adaptability, problem-solving, and workforce readiness.

Ready to Conquer

While 52% of young people feel like they're failing at life goals, 4-H youth rise with resilience. Backed by research and supported by caring adults, they learn to overcome challenges, set goals, and take charge of their future with confidence.

Building a Ready Generation in a World of Change!

Starting Out Beginner:

- Learn what an entrepreneur is and how businesses operate.
- Think of problems you can solve with a product or service.
- Practice brainstorming creative ideas.
- Learn simple money basics: earning, spending, and saving.
- Explore how your 4-H projects or interests could become a small business idea.

Learning More Intermediate:

- Develop a business idea connected to your 4-H project area.
- Create a product or service idea and identify your target audience.
- Write a simple business plan with goals and next steps.
- Learn how to budget, price products, and track income and expenses.
- Explore branding, marketing, and basic logo design.

Expanding Horizons Advanced:

- Turn a 4-H project or skill into a conceptual or real business.
- Develop and present a complete business plan.
- Practice customer service, sales strategies, and record keeping.
- Participate in markets or sales opportunities.
- Compete in local Youth Entrepreneurship Challenge (YEC) events.
- Evaluate your success.

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Expand Your Experiences!

Healthy Living:

- Practice goal setting, time management, and stress management as a young business owner.
- Explore how balancing work, school, and personal wellness supports success.
- Reflect on decision-making, what worked well, what didn't, and how you can improve next time.

Science and Agriculture:

- Develop products or services connected to agriculture, food systems, or engineering and technology fields.
- Explore how research, innovation, and problem-solving lead to new business ideas.
- Learn how science, technology, and data improve production, efficiency, and sustainability.

Community Vitality:

- Identify a need in your community and design a product or service to meet that need.
- Participate in local markets or partner with community organizations to share your ideas.
- Learn how small businesses contribute to the local economy and improve the quality of life.

Communication and the Arts:

- Practice pitching your ideas clearly and confidently to judges, customers, or community members.
- Use creativity and artistic skills to create branding materials such as logos, signs, packaging, displays, website, and social media content.
- Learn how design, visuals, and storytelling influence customer interest and trust.

Career Exploration:

- Explore entrepreneurship as a career pathway.
- Interview local entrepreneurs or small business owners.
- Explore careers in business, marketing, finance, and innovation.
- Learn how small businesses power Kansas communities.
- Identify entrepreneurial skills (leadership, problem-solving, innovation) that employers value.
- Connect with a local business owner who can serve as your mentor.
- Create a real/conceptual product or service business and participate in a YEC (Youth Entrepreneurship Challenge) competition.
- Explore cybersecurity jobs in entrepreneurship careers.

Contact Information

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Resources & Events:

- Build confidence and real-world skills through hands-on entrepreneurial experiences.
- Participate in local markets, fairs, or sales events.
- Kansas 4-H Discovery Days
- Club Day Presentation
- Participate in Youth Entrepreneurship Challenge (YEC) events.
- Attend entrepreneurship workshops, camps, or business tours.
- Host a pop-up shop or showcase at a community event.

Curriculum & Resources:

- Contact your local Extension office.
- Go to [Kansas 4-H Project Website](#)
- Go to [K-State Extension Bookstore](#)
- Go to [National 4-H Curriculum](#)
- Check with your local Extension office for the Building Youth Entrepreneurship curriculum.
- [K-State College of Business Administration YEC Information](#)
- [Network Kansas YEC](#)

4-H Record Keeping:

- Strong record keeping turns innovative ideas into smart decisions.
- [Setting 4-H Project Goals \(4H1100\)](#)
- [Kansas 4-H Record Keeping](#)
- Track in a journal:
 - Start-up costs and break-even points
 - Income and expenses
 - Inventory and sales
 - Business goals and reflections

Project Exhibit Ideas:

- Present a trifold display highlighting your executive summary business plan.
- Create a digital video presentation.
- Display a product prototype or service model.
- Display a community impact summary showing how your business supports local needs.
- Share a reflection notebook on your entrepreneurial journey and lessons learned.

