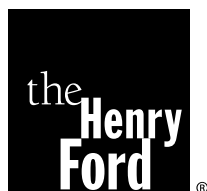




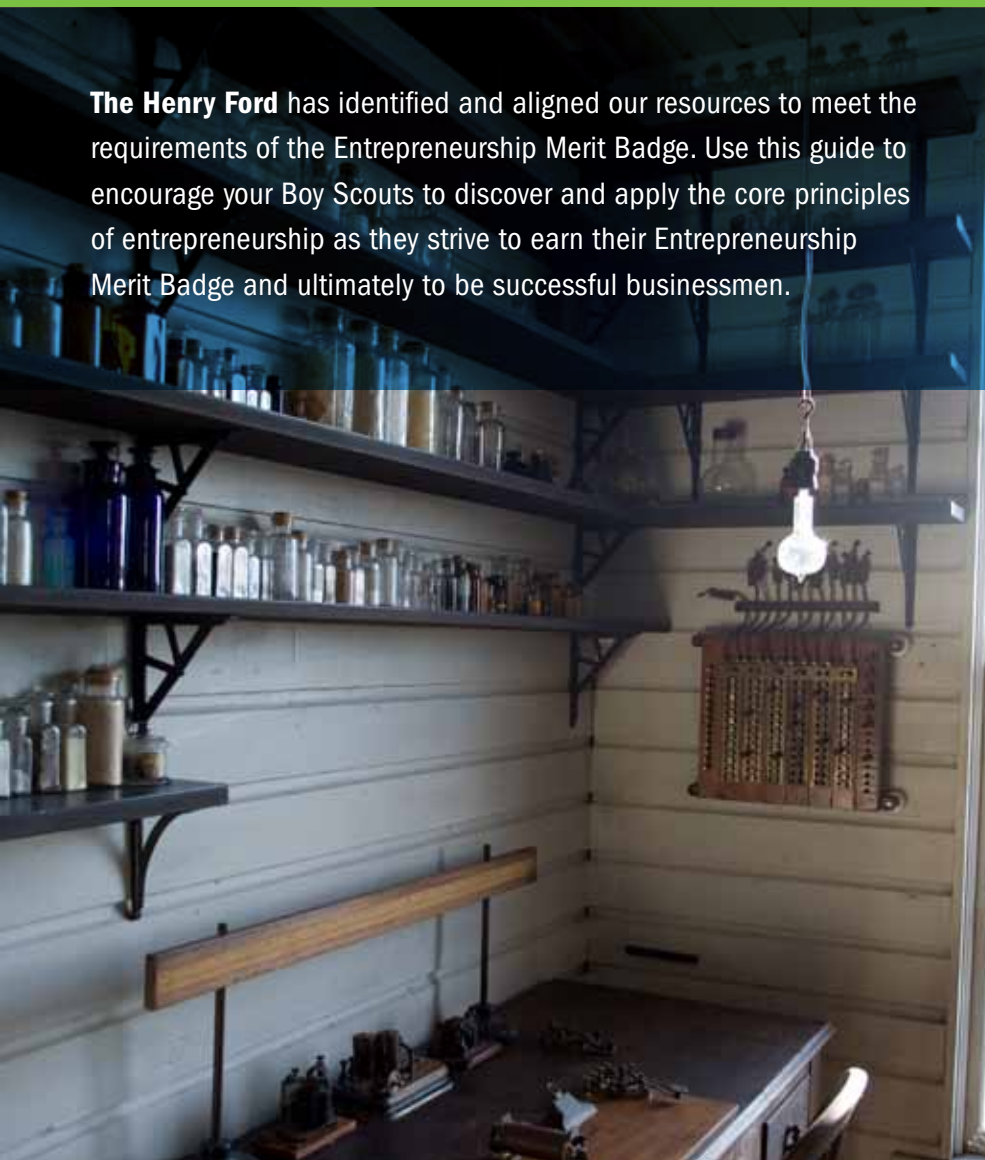
Boy Scouts



Boy Scouts of America
Entrepreneurship Merit Badge
Resources at The Henry Ford



The Henry Ford has identified and aligned our resources to meet the requirements of the Entrepreneurship Merit Badge. Use this guide to encourage your Boy Scouts to discover and apply the core principles of entrepreneurship as they strive to earn their Entrepreneurship Merit Badge and ultimately to be successful businessmen.



BOY SCOUTS OF AMERICA ENTREPREURSHIP MERIT BADGE

TAP THESE ON-SITE AND ONLINE RESOURCES FOR YOUR ENTREPREURSHIP MERIT BADGE PROGRAM. WE ARE HERE TO INSPIRE YOUR BOY SCOUTS TO CHANGE THE WORLD.

Choose at least one of the suggested activities under each requirement to help you fulfill the conditions for obtaining this recognition from the Boy Scouts of America. Circle the one activity you plan to use before heading out in order to help you organize and plan your day.

>> REQUIREMENT 1

IN YOUR OWN WORDS, DEFINE ENTREPREURSHIP. EXPLAIN TO YOUR MERIT BADGE COUNSELOR THE ROLE OF THE ENTREPREUR IN THE ECONOMY OF THE UNITED STATES.

Explore the plethora of online and on-site experiences provided by The Henry Ford that will give you a refreshing insight into the stories of legendary and modern-day innovators who went on to become successful entrepreneurs as well. Listen, see, reflect and come up with your own definition.

> ON-SITE

GREENFIELD VILLAGE:

LIBERTY CRAFTWORKS

Explore this collection of artisan-run shops to find how entrepreneurship has always been a major force in community building. Learn how people came to depend on others to make certain things for the community and how this moves our economy.

HENRY FORD MUSEUM:

HEROES OF THE SKY – BARNSTORMERS AND RECORD BREAKERS

(<http://www.thehenryford.org/exhibits/heroes/home.asp>)

See how these daring pioneers of the sky developed their passion into a marketable service. Discover how they influenced the way we live and travel today.

> ONLINE

THE HENRY FORD:

ONINNOVATION.COM - WHAT MOTIVATES AN ENTREPREUR?

(<http://oninnovation.com/topics/detail.aspx?playlist=2214>)

Use these dynamic oral history interviews to explore the traits and processes of entrepreneurs. Hear what Elon Musk, Martha Stewart, Dean Kamen and our curator, Suzanne Fischer, have to say about entrepreneurship and what advice they give to young entrepreneurs.

THOMAS EDISON, SHARED BY MARC GREUTHER

(<http://www.oninnovation.com/topics/detail.aspx?playlist=2151>)

Use this interview with our chief curator, Marc Greuther, to discover the qualities that made Thomas Edison such a great entrepreneur.

THEHENRYFORD.ORG "IMPACT OF THE MODEL T" DIGIKIT GLOSSARY

(<http://www.thehenryford.org/education/erb/ImpactofModelTTeacherGuideGlossary.pdf>)

Check out the glossary of entrepreneurship terms in this unit plan.

> OTHER ONLINE RESOURCES

NATIONAL ASSOCIATION FOR THE SELF-EMPLOYED

SELF EMPLOYED AND THE U.S. ECONOMY

(http://www.nase.org/Files/Documents/Self-Employed_and_the_US_Economy_-_Charts_&_Stats.pdf)

See the huge impact self-employed people have on the U.S. economy.

UNITED STATES PATENT AND TRADEMARK OFFICE

USPTO STATISTICS

(<http://www.uspto.gov/about/stats/index.jsp>)

Take a look at these statistics and see how many new patent applications are filed by inventors and innovators each month or each year.

THE EDISON PAPERS AT RUTGERS UNIVERSITY

THOMAS EDISON DETAILED BIOGRAPHY

(<http://edison.rutgers.edu/bio-long.htm>)

Read this biography of Thomas Edison and look for the impact he had on the economy of his time.



>> REQUIREMENT 2

IDENTIFY AND INTERVIEW AN INDIVIDUAL WHO STARTED HIS OR HER OWN BUSINESS. FIND OUT HOW THE ENTREPREUR GOT THE IDEA FOR THE BUSINESS AND HOW THE ENTREPREUR RECOGNIZED IT AS A MARKET OPPORTUNITY. FIND OUT HOW THE ENTREPREUR RAISED THE CAPITAL (MONEY) TO START THE BUSINESS. HOW WELL IS THE BUSINESS DOING? REPORT WHAT YOU LEARN.

Use the following resources to prepare for your interview. Learn about each of these entrepreneurs, their business and how they got started. Then contact an entrepreneur to set up an interview to fulfill this requirement on your own. Use the comments section in the America Invents section of OnInnovation, or visit Maker Faire to find an entrepreneur to interview.

> ON-SITE

GREENFIELD VILLAGE:

HENRY FORD'S MODEL T

Visit the historic Ford Motor Company in Greenfield Village, and watch the fictional interview as Henry Ford explains how, why, and with what help he got the Ford Motor Company up and booming. Ask the presenter about the car in the corner. Is the Ford Motor Company still producing cars today?

HENRY FORD MUSEUM:

MAKER FAIRE®

(See event page for dates <http://www.thehenryford.org/events/maker-faire.aspx>)

Attend Maker Faire to meet entrepreneurs of all ages. Ask questions. Hear their inspiring stories and learn how you can be a Maker, too.

DYMAXION HOUSE

(<http://www.thehenryford.org/exhibits/dymaxion/index.html>)

Watch the video at the beginning of the exhibit. Learn about R. Buckminster Fuller and the creation of the Dymaxion House. See how he got started, what needs he hoped to fulfill and how he raised the money.

> ONLINE

THE HENRY FORD:

ONINNOVATION.COM - TURNING YOUR PASSION INTO A BUSINESS

(<http://oninnovation.com/topics/detail.aspx?playlist=2215>)

Watch this compilation of three short clips from our America Invents section to hear local inventors just like you explain how they turned their innovative ideas into profitable businesses.

>> REQUIREMENT 3A, REQUIREMENT 3B

WRITE DOWN AS MANY IDEAS AS YOU CAN THINK OF FOR A BUSINESS. GET IDEAS FROM YOUR FAMILY AND FRIENDS. FROM YOUR LIST, SELECT THREE IDEAS THAT YOU BELIEVE ARE THE BEST OPPORTUNITIES FOR YOU. EXPLAIN TO YOUR COUNSELOR WHY YOU CHOSE THESE THREE IDEAS RATHER THAN THE OTHERS ON YOUR LIST.

Use the resources below to help generate ideas for your own business. Note how these entrepreneurs got the ideas for their businesses and decided which ideas are marketable. See what needs they attempted to meet in their communities.

> ON-SITE

GREENFIELD VILLAGE:

HENRY FORD'S MODEL T

Come to the Henry Ford Theater, and learn about the man behind the machine. Stop into the Bagley Avenue Workshop, and see how Henry Ford's tinkering led to his great innovations.

HENRY FORD MUSEUM:

YOUR PLACE IN TIME

(<http://www.thehenryford.org/exhibits/ypit/index.html>)

Explore this exhibit to find how people throughout the last century have been inspired to create various enterprises, such as the Pet Rock, the Rubik's Cube and fashion magazines.

> ONLINE

THE HENRY FORD:

ONINNOVATION.COM - BUSINESS IDEAS

(<http://oninnovation.com/topics/detail.aspx?playlist=2216>)

Explore these videos to learn how Carroll Shelby, Toshiko Mori, Elon Musk, Don Chadwick and George Washington Carver came up with their ideas. How did they determine which ideas were marketable?

LEARNING FROM FAILURE

(<http://oninnovation.com/topics/detail.aspx?playlist=1478>)

Learn how failure can help you to succeed. Hear from Elon Musk, Pierre Omidyar, Lyn St. James and William McDonough about why the freedom to experiment is critical to discovery.

>> REQUIREMENT 3C, REQUIREMENT 3D

FOR EACH OF THE THREE IDEAS THAT YOU CHOSE, PREPARE A LIST OF QUESTIONS THAT YOU WOULD ASK POTENTIAL CUSTOMERS. FOR EACH OF YOUR THREE IDEAS, INFORMALLY INTERVIEW POTENTIAL CUSTOMERS, USING THE LISTS OF QUESTIONS FROM REQUIREMENT 3C. REPORT WHAT YOU LEARN.

Use these resources to help you determine what kinds of input a business people should get from their customers.

> ON-SITE

GREENFIELD VILLAGE:

MAIN STREET

Explore 19th-century shopping. Visit Mrs. Cohen's Millinery Shop and J.R. Jones' General Store. Watch "The Disagreeable Customer" presentation. Look for examples of how businesspeople have to adapt to the needs of their customers.

> ONLINE

THE HENRY FORD:

ONINNOVATION.COM - GIVING THE CUSTOMERS WHAT THEY WANT

(<http://oninnovation.com/topics/detail.aspx?playlist=2217>)

Hear advice from Dean Kamen, Martha Stewart and Steve Wozniak about why customer satisfaction is so important and how to be sure you are meeting customer needs.

>> REQUIREMENT 3E

USING THE INFORMATION YOU HAVE GATHERED, CHOOSE THE ONE IDEA THAT YOU FEEL IS YOUR BEST BUSINESS OPPORTUNITY.

MY IDEA



>> REQUIREMENT 4

CONDUCT A FEASIBILITY STUDY OF YOUR BUSINESS IDEA USING THE OUTLINE UNDER BADGE REQUIREMENT 4 IN YOUR MERIT BADGE BOOK TO PREPARE A BUSINESS PLAN. CONSIDER YOUR PRODUCT OR SERVICE, MARKET, FINANCES AND PERSONNEL.

Explore the many requirements of a successful business, and see how the following innovators overcame the challenges that are present when starting any business. Think about how you will meet these challenges in your own business. Create your business plan from the outline listed under Requirement 4 in your Merit Badge Book with these things in mind.

> ON-SITE

GREENFIELD VILLAGE:

EDISON'S MENLO PARK COMPLEX

(<http://www.thehenryford.org/exhibits/edison/default.asp#lab>)

Speak with the presenters, and watch the "Edison's Light Fantastic" presentation. Learn about Edison's plan for his "Invention Factory" in Menlo Park. Notice what kinds of people Edison selected to work with him to help make his ideas become reality.

MAIN STREET

Observe how businesses used advertising to spark customers' interest in the products and services that were being sold. Are these the same techniques you would use in your business? Listen to the story of Elijah McCoy at the Town Hall, and think about how he already had a market in mind before he invented his product. Learn how the Wright brothers paid for the models they built before their epic flight by visiting the Wright Cycle Shop and by watching the presentation "Home from Kitty Hawk".

HENRY FORD MUSEUM:

MADE IN AMERICA - MANUFACTURING

(<http://www.thehenryford.org/museum/america.aspx>)

Investigate how the goals of a business can change as the physical capabilities of manufacturing evolve. Read about people who have been held responsible for the damage caused by their inventions, and look at how customers can be attracted to products that make their lives easier. How do these considerations affect a business' profits?

HEROES OF THE SKY - ENTREPRENEURS

(<http://www.thehenryford.org/exhibits/heroes/home.asp>)

Explore some obstacles that need to be overcome when starting a business. Learn about the issues that Henry Ford failed to overcome in creating a "Model T of airplanes."

BENSON FORD RESEARCH CENTER:

For more information on patent laws and the problems they can cause for entrepreneurs, visit the Benson Ford Research Center. See the original documents related to the Selden Patent Lawsuit and how it pertains to the history of Ford Motor Company.

> ONLINE

THE HENRY FORD:

ONINNOVATION.COM - ASSESSING THE FEASIBILITY OF A BUSINESS PLAN

(<http://oninnovation.com/topics/detail.aspx?playlist=2218>)

Watch these clips to see how Steve Wozniak, Dean Kamen and George Washington Carver made their business plans work. Think about how you will know if your idea is marketable.

> OTHER ONLINE RESOURCES

TEACHERS' DOMAIN

DO IT YOURSELF

(<http://www.teachersdomain.org/resource/fin10.socst.personfin.manage.doityou/>)

Watch this video to hear about the pros and cons of running your own business. Think about these challenges and how you will overcome them in starting your own business.

CHAMBER OF COMMERCE.COM

CHAMBER OF COMMERCE DIRECTORY

(<http://www.uschamber.com/chambers/directory>)

To test the feasibility of your business plan, contact the small business office of your local Chamber of Commerce and interview the staff.





>> REQUIREMENT 5

DO TWO OF THE FOLLOWING:

- SKETCH A PROTOTYPE OF YOUR PRODUCT OR WRITE A DESCRIPTION OF YOUR SERVICE.
- CREATE THE PROTOTYPE. LIST ALL OF THE MATERIALS YOU USED TO MAKE YOUR PROTOTYPE. CALCULATE THE COST OF ALL THE MATERIALS AND LABOR TO COMPUTE THE TOTAL COST OF MAKING YOUR PROTOTYPE.
- DESIGN A PROMOTIONAL POSTER OR FLIER FOR YOUR PRODUCT OR SERVICE.
- PROJECT (ESTIMATE) YOUR SALES THROUGH THE FIRST THREE MONTHS OF OPERATION. CALCULATE THE PROFIT YOU EXPECT TO MAKE.

Find out why prototyping is important for innovators. Why did these innovators think prototyping is important, and how did they make their prototypes? What can you learn from the process of creating a prototype? Choose which aspects of prototyping you are going to pursue. Do at least 2 of the above steps.

> ON-SITE

GREENFIELD VILLAGE

EDISON'S MENLO PARK COMPLEX:

(<http://www.thehenryford.org/exhibits/edison/default.asp#lab>)

See how Thomas Edison and his men used prototypes to help them better imagine, talk about and share their new ideas.

MAIN STREET

Read the sign in front of the J.R. Jones General Store to learn about the importance of being able to predict how much and how fast goods will sell. Come inside to see how a 19th century general store used advertising.

HENRY FORD MUSEUM

HEROES OF THE SKY - INVENTORS

(<http://www.thehenryford.org/exhibits/heroes/home.asp>)

See how prototyping helped the Wright brothers get their invention off the ground.

DRIVING AMERICA (OPENING EARLY 2012)

Visit the marketing section of the Driving America exhibit to learn about how marketing is vital in creating a successful business. Use the interactive station here to create your own car commercial.

Visit the design section of the Driving America exhibit to see some prototype models and sketches of automobiles.

YOUR PLACE IN TIME

(<http://www.thehenryford.org/exhibits/ypit/index.html>)

Come see how marketing and consumer tastes have changed in the last 100 years and how they affect the way we live today. Which products were successful in their time? Which ones have stood the test of time and continue to be successful today?

DYMAXION HOUSE

(<http://www.thehenryford.org/exhibits/dymaxion/index.html>)

Learn about the importance of sales projections before beginning a business and the importance of personnel decisions.

BENSON FORD RESEARCH CENTER

AUTOMOTIVE PRODUCT LITERATURE COLLECTION

GENERAL ADVERTISEMENT COLLECTION

Research the style and design of product literature and advertisements used over the years to help inform your marketing decisions.

> ONLINE

THE HENRY FORD:

ONINNOVATION.COM - PROTOTYPING, MARKETING AND PROFITS

(<http://oninnovation.com/topics/detail.aspx?playlist=2219>)

View this customized playlist, and hear what famous innovators Carroll Shelby, Lyn St. James and Don Chadwick have to say about the importance of prototyping, marketing and predicting profits.

MASS ADVERTISING COLLECTION

<http://collections.thehenryford.org/Collection.aspx?collectionid=22>

Look at historical promotional literature to see how advertisements have been used in the past to sell products.

>> REQUIREMENT 6

WHEN YOU BELIEVE THAT YOUR BUSINESS IDEA IS FEASIBLE, START YOUR OWN BUSINESS. SHOW EVIDENCE THAT YOU STARTED YOUR BUSINESS (SALES RECEIPTS, FOR EXAMPLE, OR PHOTOS OF THE PRODUCT). DISCUSS WITH YOUR COUNSELOR ANY ETHICAL QUESTIONS YOU HAVE FACED OR THINK YOU MAY FACE IN YOUR BUSINESS VENTURE.

See some ways that you can share your business with others and help it to grow. Also use these resources to examine how other entrepreneurs have dealt with ethical questions that they have faced.

> ON-SITE

HENRY FORD MUSEUM:

MADE IN AMERICA - MANUFACTURING

(<http://www.thehenryford.org/museum/america.aspx>)

Check out what this exhibit has to say about why ethical treatment of workers is so important, why we have labor laws and how a person's job can affect all aspects of his or her life.

MAKER FAIRE

(See event page for dates <http://www.thehenryford.org/events/maker-faire.aspx>)

Bring your product or service to show off at the next Maker Faire and help to inspire the next round of entrepreneurs!

> ONLINE

THE HENRY FORD:

ONINNOVATION.COM - INNOVATION 101 LESSON 5

<http://www.oninnovation.com/education/innovation-101/lesson-five.aspx>

Check out this lesson plan with attached videos for information about some of the ethical questions that entrepreneurs may face surrounding copyrighting, patent application and intellectual property rights.

ONINNOVATION.COM - AMERICA INVENTS VIDEO SUBMISSION FORM

<http://www.oninnovation.com/america-invents/video-submission-form.aspx>

Share a video of your entrepreneurial enterprise, in our America Invents section of OnInnovation, and inspire others all over the world.

> OTHER ONLINE RESOURCES

Locate and take advantage of other resources available in your community to help get your business up and running.

CHAMBER OF COMMERCE.COM

CHAMBER OF COMMERCE DIRECTORY

(<http://www.uschamber.com/chambers/directory>)

Contact your local Chamber of Commerce to see what it has to offer for new startups or small businesses.

UNITED STATES PATENT AND TRADEMARK OFFICE

USPTO HOME PAGE

(<http://www.uspto.gov/>)

Learn what you need to know about patents and copyrights before starting out on your own.

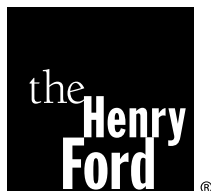
TECH TOWN BY WAYNE STATE UNIVERSITY

TECH TOWN THRIVE APPLICATION

(<http://techtownwsu.org/understanding-thrive/>)

Learn about the importance of, and get tips for, finding a mentor to help you over the hurdles that you will encounter when starting your own business. Also see the multitude of other benefits that this project has to offer to budding entrepreneurs.





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