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.
ONINNOVATION.COM – WHAT MOTIVATES AN ENTREPRENEUR?

THe Henry Ford:

travel today.

a marketable service. Discover how they influenced the way we live and (http://www.thehenryford.org/exhibits/heroes/home.asp)

community and how this moves our economy. Explore this collection of artisan-run shops to find how entrepreneur-

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ECONOMY OF THE UNITED STATES.

MERIT BADGE COUNSELOR THE ROLE OF THE ENTREPRENEUR IN THE

IN YOUR OWN WORDS, DEFINE ENTREPRENEURSHIP. ExPLAIN TO YOUR

>> requiremeNT 1

Scouts of America. Circle the one activity you plan to use before heading out in order to help you organize and plan your day.

CHANGE THE WORLD.

MERIT BADGE PROGRAM. WE ARE HERE TO INSPIRE YOUR BOY SCOUTS TO

Boy ScouTS oF AmericA eNTrePreNeurSHiP meriT BADGe

>> oTHer oNliNe reSourceS

USPTO STATISTICS

>tHe Edison Papers At ruTGerS uNiVerSiTy

Read this biography of Thomas Edison and look for the impact he had

on the economy of his time.

>> oTHer oNliNe reSourceS

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GREENFIELD VILLAGE:

LIBERTY CRAFTWORKS

Explore this collection of artisan-run shops to find how entrepreneur-

ship has always been a major force in community building. Learn how people came to depend on others to make certain things for the com-

munity and how this moves our economy.

HENRY FORD MUSEUM:


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:


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.

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

IDENTITY AND INTERVIEW AN INDIVIDUAL WHO STARTED HIS OR HER

OWN BUSINESS. FIND OUT HOW THE ENTREPRENEUR GOT THE IDEA

FOR THE BUSINESS AND HOW THE ENTREPRENEUR RECOGNIZED IT AS

A MARKET OPPORTUNITY. FIND OUT HOW THE ENTREPRENEUR 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 entrepre-

neur to interview.

>> 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.

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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 present-

er 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

(https://www.thehenryford.org/exhibits/dymaxion/index.html)

Watch the video at the beginning of the exhibit. Learn about R. Buck-

minster 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:


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, Ly St. James and William McDonough about why the freedom to experiment is critical to discovery.

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

**ON-LINE**

**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.

**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/americas.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.

**ON-LINE**

**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.doityoure/)
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 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.

**>> 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.

**MY IDEA**

Using the information you have gathered, choose the one idea that you feel is your best business opportunity.
>> REQUIREMENT 5
DO TWO OF THE FOLLOWING:
A. SKETCH A PROTOTYPE OF YOUR PRODUCT OR WRITE A DESCRIPTION OF YOUR SERVICE.
B. 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.
C. DESIGN A PROMOTIONAL POSTER OR FLYER FOR YOUR PRODUCT OR SERVICE.
D. 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.

>> 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
GREENFIELD VILLAGE
EDISON’S MENLO PARK COMPLEX:
(https://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 sales projections before beginning a business and the importance of personnel decisions.

BENSON FORD RESEARCH CENTER
AUTOMOTIVE PRODUCT LITERATURE COLLECTION
GENERAL ADVERTISING 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 - INNOVATION 101 LESSON 5
(http://oninnovation.com/topics/detail.aspx?topicid=9219)
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
Look at historical promotional literature to see how advertisements have been used in the past to sell products.

>> 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
(https://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
(https://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.