

## Entrepreneurship Interactive Worksheet

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### Section 1: Fixed vs. Growth Mindset

**Instructions:** Read the following fixed mindset statements and rewrite them with a growth mindset perspective.

1. **Fixed Mindset:** "I'm not good at public speaking, so I'll never be able to pitch my business idea."

**Growth Mindset:** I can improve my public speaking skills with more practice and preparation also I will be able to pitch my business idea more effectively.

2. **Fixed Mindset:** "If my first business fails, I should probably quit."

**Growth Mindset:** Failure is a learning opportunity. I will study what went wrong learn from it and come up with a new approach.

3. **Fixed Mindset:** "I don't have the skills to start a business."

**Growth Mindset:** I can acquire skills needed to start a business by learning and gaining experience with practical application.

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### Section 2: Spotting Entrepreneurial Opportunities

**Instructions:** Choose **one** of the opportunity-spotting techniques below and brainstorm a new business idea that follows that approach.

- **Monitor trends and exploit them early** (e.g., AI, sustainability, remote work)
- **Take a different approach to an existing market** (e.g., like Airbnb or Uber)
- **Find creative ways to use existing resources**
- **Notice what is missing in the market**

**Which technique did you choose?** AI

**Describe your business idea:**

A subscription -based platform that leverages AI to recommend eco friendly products and services based on a customer's purchasing habits and preferences.the platform could offer eco-friendly alternatives for everyday products,from food packaging to personal care items,with a focus on sustainability.

### Section 3: Entrepreneur's Dilemma

**Instructions:** Read the scenario below and write how you would handle the situation as an entrepreneur.

**Scenario:** You started a small online business selling handmade crafts, but after three months, sales are low, and you are running out of money. What are three actions you could take to turn things around?

1. Analyze customer feedback to understand why the products aren't selling and make improvements based on insights.
  2. Revamp the marketing strategy by focusing on social media influencer partnerships and targeted advertising.
  3. Offer limited-time discounts or bundles to attract customer and build a loyal customer base.
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### Section 4: Overcoming Pitfalls in Entrepreneurship

**Instructions:** Read the business challenges below and write one strategy for overcoming each obstacle.

1. **Your startup is facing a cash flow problem. Strategy:** Review and cut unnecessary expenses, seek small loans, and improve the billing cycle to speed up receivables.
  2. **Your first product didn't attract many customers. Strategy:** Conduct market research to understand customer needs better, refine the product, and relaunch it with targeted marketing strategies.
  3. **A competitor launches a similar product at a lower price. Strategy:** Differentiate my product by highlighting unique features or quality, and create loyalty programs to encourage repeat customers.
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### Reflection:

What is the biggest lesson you learned from today's activity?

Understanding that entrepreneurship involves continuous learning, adapting to challenges, and consistently improving ideas and strategies to achieve success.