

## Chapter 1 Review

### Build It

#### Meet Build It Entrepreneur Emma Chen

Throughout this book, you will follow student entrepreneur Emma Chen as she develops a business plan. Along the way, you will learn about the different components that make up a business plan and create your own business plan for a venture that interests you.

To get started, review Emma's brainstorming below for possible businesses she would like to start in Part 1. Then complete the sections in Part 2 to help define your own interests.

### Part 1

#### Interest Inventory

To see what type of business would appeal to her, Emma began by conducting a self-assessment to analyze her interests, abilities, and aptitudes. She decided to try the following interest inventory quizzes:

- [www.mynextmove.org](http://www.mynextmove.org)
- [www.careertech.org/student-interest-survey](http://www.careertech.org/student-interest-survey)
- [www.16personalities.com](http://www.16personalities.com)

The following is a summary Emma wrote highlighting the results from the self-assessments:

*After taking a few self-assessments, I see three primary patterns within my interests and abilities. First, I gravitate toward social causes—I like helping people. It makes me feel good to know that I am able to influence someone positively in some kind of way. For example, I'm involved in the peer-mentoring program at school where we visit elementary classrooms to read to the kids and I just love it.*

*Second, I like the challenge of taking risks and making decisions. According to the self-assessment quizzes, I have an "enterprising" characteristic that helps me complete projects and be a leader. I think this is true. I am the president of our journalism club and I've spearheaded yearbook publication for the last two years.*

*Lastly, I scored high in the "artistic" category in each of the self-assessments because I enjoy using my imagination and being creative. I like designing things, but I also have an aptitude for communication. I am able to relate well to other people in conversation and convey my feelings in writing.*

After researching and analyzing her interests and abilities, Emma made a list of all possible businesses she could potentially start. After reviewing the list, she narrowed her business options to three choices and noted how each business aligns with her interests, abilities, and aptitudes.

### Business Ideas Brainstorm

- English tutor
- App developer
- Magazine columnist
- Desktop publisher
- Business blogger
- Video producer
- Graphic designer
- Freelance writer
- Childcare provider
- Home health aide
- Nonprofit founder
- Creative consultant

### Three Top Ideas

	Interests, Abilities, and Aptitudes Alignment
<b>English Tutor</b>	<p><i>Starting my own tutoring business would allow me to work one-on-one with kids, which is something I really enjoy. Since I have an aptitude for English, I think I would be good at helping others develop their writing and vocabulary skills.</i></p> <p><i>Skills required that I possess: speaking, reading comprehension, active listening</i></p>
<b>Business Blogger</b>	<p><i>I love to write and design, so a professional blogging business would align with both of those interests and aptitudes. I'm also capable of successfully managing complex projects and can apply my "enterprising" characteristics to help businesses with any writing or social media tasks they need.</i></p> <p><i>Skills required that I possess: critical thinking, writing, reading comprehension</i></p>
<b>Childcare Provider</b>	<p><i>Working with kids brings me so much joy. They are always excited to learn and discover something new. I am patient and good at problem solving, which I think makes this a great entrepreneurial choice. I also love the idea of solving parents' scheduling problems when they need extra help.</i></p> <p><i>Skills required that I possess: problem solving, critical thinking, speaking, active listening</i></p>

## Part 2

Using Emma's brainstorms as a guide, complete the following prompts to narrow your business options.

- Conduct at least two different self-assessments, such as from the list below.
  - [www.mynextmove.org](http://www.mynextmove.org)
  - [www.careertech.org/student-interest-survey](http://www.careertech.org/student-interest-survey)
  - [www.16personalities.com](http://www.16personalities.com)
- Record patterns from the self-assessments that you see in your interests, abilities, and aptitudes in the table below.

	Patterns
Interests	
Abilities	
Aptitudes	

- Create a brainstorm list of all possible business ideas you can think of that could potentially align with your interests, abilities, and aptitudes outlined in question 2. For example, you may consider ideas such as app developer, website designer, academic tutor, general cleaning service, photographer, animal care, childcare, and lawn care services. Then, rank the list in order from 1–10, where 1 is your favorite and 10 is your least favorite


4. Conduct research into the skills required for the top three businesses you are considering starting, then complete the table below based on your findings, listing the skills required to successfully operate each type of business and indicating whether you possess those skills.

For example, if you are interested in photography, you might search keywords such as “photographer,” “skills,” and “job requirements.” In order to discover the skills required for your three potential businesses, research each by using the resources below and other resources you find on the internet.

- Occupational Outlook Handbook website at [www.bls.gov/ooh](http://www.bls.gov/ooh).
- CareerOneStop website at [www.careeronestop.org](http://www.careeronestop.org).

Choice #1	Skills Required	Possess?
Choice #2	Skills Required	Possess?
Choice #3	Skills Required	Possess?