

INTRODUCTION FOR STUDENTS

Welcome to the world of entrepreneurship! Although you might not know a lot about starting a business now, by the end of this program we hope that you will have acquired some skills and information that will enable you to start a business of your own – maybe very soon!

Starting a business can be an exciting adventure and a rewarding way to earn money. Entrepreneurship is open to everyone. You should never feel like you are limited by your age, education, or anything else. Some very young people of diverse backgrounds have started successful businesses, as you shall read later in this workbook.

There is always a chance that a new business will fail, and in fact many do. That's why it is important to plan your business carefully. This workbook should help you find, organize, and write down the information that will make your business more likely to succeed. At the end of the program, you will have a business plan; that is, a document that explains what your business is, how it will run, and why it will be a success.

We hope that you will see the work you do for the Future Entrepreneurs program as work for yourself, not just schoolwork, or something your teacher asks you to do. This is the opportunity for you to take a dream of your own and to learn how to make it into reality. Even if you don't start a business, we hope you'll remember that lesson.

Good Luck!