

ACTIVITY

Turning Problems into Business Opportunities

Good business ideas also target problems. When Dorothy came up with the idea for a custom-fitted toe shoe, she had identified a problem: her feet hurt whenever she had to break in new toe shoes. Your entrepreneurial idea could come from some problems you observe in your own life, your school, or in your community.

Try thinking of four problems that annoy you and a business solution for each.

Problem	Business Solution
1.	1.
2.	2.
3.	3.
4.	4.

One good way to start thinking like an entrepreneur is to imagine how you would respond to a challenge or an opportunity, or even to some information about consumers. Given the following situations, what business would you consider starting?

Situation	Business Solution
1. A harmful bacteria was found in hamburger meat.	1.
2. A new high school is being built in your town.	2.
3. The number of women entering the workforce is dramatically increasing.	3.
4. You live near a college.	4.