**Entrepreneurship and Business Planning**
BHS ICE Centre | February 2020

**Assignment #1 - IDEATION**

Name:

*These videos and questions will help you identify some possible business ideas. You may already have an idea which is great! However please complete these questions as they may help you identify a new way of looking at your idea or a way to make it even bigger! Please complete all questions and give each question a thorough response.*

**Videos to watch:**

* **How to Find Your Passion and Make it Your Job**  <https://www.youtube.com/watch?v=8Swu8iiuFx4>
* **Why Some of Us Don’t Have One True Calling- Multi Potentialite** <https://www.youtube.com/watch?v=4sZdcB6bjI8>

1. **Make a list of all the products that you like/love in your life.**
2. **Make a list of all the services that you like/love in your life.**
3. **Make a list of the things you like to do in your spare time?**
4. **Make a list of the types of products / businesses you wish were in Miramichi.**
5. **What are some of the most popular products among your friends/family?**

1. **Next, ask yourself these questions: These** **questions are meant to help you identify the activities that make you light up—the things you love to do more than anything else.  These questions will help you zero in on them.**

1. When I was a kid, I dreamed of…….
2. I can’t pass up a book or movie about…….
3. If I skipped school for a week, I’d spend the time…
4. Most people don’t know this about me, but I really enjoy…….
5. I am the go-to person when my friends need help with…………
6. If I could star in my own how-to TV show it would be about………
7. If I were to make a homemade gift it would involve……….
8. I’ve tried it only once or twice, but I really enjoy……….
9. I get most excited about…….
10. If I won first prize in a talent show it would be for………

1. **Look at your lists from questions 1-6.  Are there similarities?  Choose your top 5.  Try to envision your life doing only those activities.  What would those activities be?**
2. **Things that bug you make you sad, worry you or make you angry? (See examples in class files)**
3. **What are some big problems in your community?**
4. **What are some big problems in New Brunswick?**
5. **What are some big problems in Canada?**
6. **What are some big problems in the World?**
7. **What are some current trends you see in the business world? (ie: eco friendly packaging)**
8. **What are some businesses that have very few competitors?**
9. **What are some products that have not changed in years!?**
10. **What are some business ideas you have? Please explain with details**