

Young Entrepreneur of the Year



Setting the Scene

In this book, you will study the business adventures of four enterprising young people, Charu, Whana, Jessica, and Mike. Each person uses their skills and energy to create a successful business. After you have worked through the book, return to this page and decide who will be your “Young Entrepreneur of the Year”.



You will need to create some criteria for judging the entrepreneurs. Here are some other people’s ideas about how you might do it:

Just take the person who made the most money.



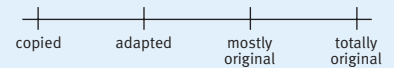
That’s not fair. Some people started with money they already had or that was loaned to them. Others started from scratch!



I’d pick the person whose idea was the most original. It’s easy to copy an idea from someone else.



How do you judge which idea is most creative? Perhaps you could have a scale, like this:



I don’t think the award should go to a person who has only run their business for a short time.



Yes, but what does “a short time” mean? Is it 1 week, 1 month, or 1 year? And what if their business has grown fast in a short time – that’s good, isn’t it?



A new business should do something for other people, not just for the owner. Providing a service for other people and creating jobs is important.



I think growing the business on your own, with little help from others, should be a criterion.



Make up your own set of criteria for judging who should get the award. For each criterion you use, develop a points system or a scale to justify how you will decide the winner.