Where do new ideas for businesses come from?

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How can you find out about various business opportunities?

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Name some nonfinancial goals and entrepreneur may have?

1.

2.

3.

Think Critically

Think about a business opportunity that appeals to you. For this business, write your snwers to the six assessment questions listed in this lesson (pgs 19 & 20). Is this a realistic choice for you? Why or Why not?

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In terms of annual income, what financial goals have you set for yourself for five years after you graduate? What non-financial goals have you set that you might be able to fulfill by becoming and entrepreneur?

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Your friend has set the following goal: I plan to start a lawn care business. Is this a SMART goal? Explain why or why not? What suggestions would you make for improving it?

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Make Academic Connections

You live near the beach and have a passion for snorkeling. Your dream is to give snorkeling lessons. You estimate that after expenses, you can earn $10 per lesson. Easch lesson will be one hour long, and you plan to offer lessons five days a week. Your Income goal is $15,000 per year. How many lessons do you need to give to achieve this goal? IS this goal realistic?

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