

Imagine that you have a creative idea for a new product that you think can earn you *millions* of dollars in profits. What would you have to think about when developing your product? What would you do to make people want to buy your product? What would you do to reassure yourself that you will make lots of money selling your product? These are questions that many people, such as entrepreneurs, marketing associates, and engineers, ask themselves everyday. Because these questions are open-ended, leaving you without a definite answer, you have to take a chance and try your best!

For the next ten weeks, you will learn how to think like an entrepreneur and create your own product. **Your job is to make money for yourself by developing an innovative and profitable product that can be marketed to the public through your own company.**

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| **To meet your responsibilities you will need to develop a(n):**   1. **Initial Product Proposal**    * **Loan Application**    * **Product Proposal**    * **Resumes** 2. **Marketing Plan** 3. **Research and Development Plan** 4. ***In silica* prototype of your product**    * **An *original* invention that treats some human, plant or animal disease or solves some other unmet need in the areas of health and medicine, biotech research, instrumentation or technology in biotech. You may want to consider markets/needs in 3rd world countries or other underrepresented or disadvantaged groups** 5. **Financial Plan** 6. **Advertising Plan** 7. **Company Webpage** 8. **Business Portfolio** |

Your first step to becoming an entrepreneur is to secure a loan from the bank so you have money to begin developing your business and product. To convince the bank to give you the money that you need, you must “sell” your idea to the bank presidents.