

You will need to decide whether you will be completing a school-based venture or a community-based venture.

Now that you have selected an idea for your venture, answer the following questions to help in the process of planning for your venture opportunity:

1. Select what you think is the best venture opportunity (school or community based) for the event by applying criteria (e.g., potential dates, competing events, financial feasibility).
2. Describe the event you would like to organize for the school or community. In the description sell your idea, explain your [goals](#), and tell us what is unique and new about your idea and why you think it would be successful.
3. List the resources you will need for the event (e.g., supplies, equipment, people).
4. Estimate the budgetary needs to plan the event (e.g., cost of materials, supplies, equipment).
5. Estimate the amount of money you think the event will generate.
6. Explain where you will get the start-up money for your venture if it is required (e.g., student contributions, student council, business sponsorships, local service groups).
7. Explain how you will advertise and promote the event (e.g., flyers, school and community newspaper, local radio stations, local cable channels, school website, publicity, word of mouth, coupons, give-aways).
8. Outline how you will organize the event (e.g. back-up plan if weather dependent, number of people needed, responsibilities, scheduling).
9. Be prepared to promote and sell your idea for the event when sharing your venture opportunity with the class and your teacher.
10. Anticipate questions and arguments against your venture opportunity for an event from your fellow students and teacher.