

ENTREPRENEUR VIDEO DISCUSSION

FEDERAL RESERVE BANK of KANSAS CITY

Smash Glam

Aisha Simon & Tiffany Cody

1. What do Aisha and Tiffany say the process of building a business is like? *(Answers may vary, but should mostly have to do with building a system, which could include financial, communication and support systems.)*
2. What are some advantages of turning a hobby or a passion into a business? *(Answers will vary, but should reference having an affinity or knowledge of the content area, as well as an interest that keeps you invested in your success as a new entrepreneur.)*
3. What role do aspects like having a business partnership and/or a family play in being an entrepreneur? *(They provide a support system that helps them keep going and accomplish their goals as a self-made business, as well as a source of inspiration and creativity.)*
4. Think about a business that you would like to start. What tools or supports would you need to help you accomplish this goal? *(Answers will vary, but should include a reasonable budget for expenses, an advisor or business partner who can help answer questions and give advice, a healthy amount of background knowledge about the product you'll be selling, etc.)*
5. How might viewing your business more as a philanthropy positively impact how you see yourself as an entrepreneur? *(Answers will vary, but could include that a business focused on serving the community can help an entrepreneur feel more connected and accessible.)*



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