



Brand A New Changemaking Business!

STEP ONE:

Before you begin, you'll want to consider carefully the changemaking product or service you would like to provide. Make sure you do some research first so you're prepared to answer some or all of the following questions:

- **What's different or new about this changemaking product or service?** Do your best to come up with a product that is new or different.
- **Does the product or service address a new need or forecasted trend and if so, what is the need or forecasted trend?** Let's say it's early Spring 2020 and the pandemic has just been declared. You might decide to start a mask making business since you realize everyone's going to need to cover their noses and mouths.
- **Who are your competitors?** Put differently, can you think of any other businesses or individuals offering a similar product or service already? If so make sure to name them and how your product or service will be different or better.
- **Who is your target audience?** That is, what sorts of people are going to be interested in your product or service? Examples of target audiences could be "Indigenous teenagers from Halifax who play fetch with their dog," or "Middle aged women who use Instagram from Calgary."
- **Where will your business be located?** Will it be operated from out of your house, on the Internet, on the main street of your town? Will your business take place from within another country entirely?

STEP TWO:

Once you've sorted all this out, you're ready to give your changemaking business a name and, if you're feeling really inspired, brand your new changemaking business by creating a logo. For the logo, feel free to experiment with a program like Canva or just create one by hand.

STEP THREE:

Create a presentation with just four slides to share with your potential new business partner! Here are some suggested instructions for each slide.

For slide 1, display your business name and, if you created one, your business logo.

For slide 2, briefly describe your businesses' product or service as well as your target audience and location.

For slide 3, explain who your competitors are (if any) and why you think your idea is better or different.

For the final slide, explain what's new or different about this product or service, including the new need or the forecasted trend it addresses.



DID YOU KNOW?

The Youth Ambassadors at Digitally Lit are encouraged to create their own logos for their engagement projects. Check out the logo New Brunswick Youth Ambassador Ellie Wilson designed for her project "Youth Draw the Word." Ellie created this project to encourage other youth to share art inspired by books.



<<Psst, do you see how a paint brush might have inspired Ellie's logo design?