You will work either by yourself or with a partner to create an Aboriginal small business that focuses on **ABORIGINAL VALUES** and either **PRIMARY,** **SECONDARY, OR TERTIARY SECTOR**. Primary resources might include fishing, hunting, forestry, mining, tourism, etc. You will also connect your business to aboriginal values. They include:

* **Primary Sector** is an operation or business that makes direct use of natural resources, usually through extraction and purification. *Examples: oil, gas, fishing, forestry, agriculture, mining.*
* **Secondary Sector** is an operation or business that produces manufactured or other processed goods.

*Examples: vehicles, clothing, processed foods.*

* **Tertiary Sector** is an operation or business that produces services and may include transportation and distribution of goods. *Examples: restaurant, retail stores, entertainment.*

***STUFF TO DO***

1. Complete a graphic organizer to help you brainstorm ideas for your business.
2. Second, create a brochure advertising your business. Imagine that you are making a brochure to “sell your idea” to others. Your brochure should include important information about your business, including a focus on values
   1. You can create the brochure by hand or on computer
   2. It must be similar in size to a regular piece of paper and have six panels (3 per side)
   3. One panel will be used for the “cover page” and one can be used for “contact information”
   4. You need to include details about what your business is all about, the purpose/product/service of the business, where you are located, and any other details that might be important
   5. Graphics and pictures make brochures good. Clear spelling and grammar make them great

***SUCCESS CRITERIA:***

[ ] I will include details and information about my business that is clear and meaningful

[ ] I will ensure I will work equally if working with a partner

[ ] I will make sure to connect my business to aboriginal values (see the note!)

[ ] I will create a brochure that is visually interesting

[ ] I will create a brochure that clearly explains my business and why it is a good idea

[ ] I will ensure my business relates to a primary, secondary, or

***MARKS:***

**Knowledge (Relationships and Aboriginal Values) /20**

**Thinking (Business Plan and Details /20**

**Application (Putting Brochure Together) /10**

**TOTAL MARKS /50**

|  |  |
| --- | --- |
| Name of Business Owners:  Name of Business:  Description of Business: | |
| How will your business be respectful to the land and appropriate for FNMI people? | |
| How Will You Advertise Your Business? | What Are Some Goals of Your Business? |
| What Things Need to Happen Before You Start?  (Funding, Infrastructure like roads, sewer, hydro, etc., hiring and training employees, etc.) | What Aboriginal Values will be included with your business? |
| What will be the difference between your business and similar businesses like it? | What Resource(s) is your business based on? |