



TROOP BOSS BATTLE PACK (JUNIOR EDITION): IMAGINATION INC.

Badge Mashup: Business Jumpstart + Product Designer + Entertainment Technology + Scribe + Customer Insights

MISSION OVERVIEW:

Juniors launch their own imaginary companies in Imagination Inc., becoming girl-powered entrepreneurs who blend creativity, writing, marketing, and tech. Girls complete 5 build-a-business quests before facing the BOSS BATTLE: pitching their brand at the "Junior Sharkette Tank."

MINI QUESTS:

1. **BRAND BUILDERS:** Name your company, design a logo, and write a mission statement.
2. **BIG IDEA BLUEPRINT:** Design a product or service and sketch out how it works.
3. **MARKET MATCH-UP:** Define your target customer and practice conducting short mock interviews.
4. **AD COPY CREW:** Write a jingle, script, or story ad that promotes your idea.
5. **PROTOTYPE PARTY:** Use craft materials to make a physical model of your idea or a mini booth.

BOSS BATTLE: Girls present at the "Junior Sharkette Tank," where they pitch their product to troop leaders, parents, or older Girl Scouts and answer feedback questions.

LEADERSHIP ROLES:

- Brand Boss
- Product Director
- Market Researcher
- Story Strategist
- Pitch Manager

Bonus: Girls can submit their projects for Service Unit showcases, school fairs, or design a digital ad to share.

Theme: Innovation, storytelling, teamwork, and the basics of entrepreneurship.

