

## Lesson 1 – Introduction & Inspiration

### OVERVIEW

During this lesson, students will discuss what businesses do and how businesses start. They will learn about using a business model canvas as a simple tool to help plan a business of their own.

### OBJECTIVES

Students will be able to:

- Explain what a business is;
- Explain what a business model canvas is and why it is useful;
- Form teams and work collaboratively to brainstorm for business ideas based on needs they see in their communities.

### Introduction (5 min)

#### {Slide 1}

Let students know that they will be taking part in a program called “Pitch Your Vision Jr” which is offered by an organization called JA or Junior Achievement. JA is a non-profit organization that inspires and prepares youth for success by providing learning experiences for students in grades 3-12 focusing on Financial Literacy, Work Readiness, and Entrepreneurship. Share with students that they will be participating in an exciting experience where they will have the opportunity to see what it's like to be an entrepreneur and that their entrepreneurial idea can be submitted to a competition for students across southwestern Ontario!

### Icebreaker (5 min) – Stand up if....

#### {Slide 2}

Ask students to stand up if they like buying things in stores. Ask students what stores they like and what they like to buy.

Ask students to stand up if they have a hobby such as making things, trading things, etc. Ask students to give some examples of their hobbies and other activities they enjoy.

Ask students to stand up if they have a part-time job or other means of earning their own money. Ask students to give some examples of their jobs and other money-making activities.

Ask students to stand up if they have sold items at a stand or other locations. Ask students to give some examples of their sales activities (ex. a home lemonade stand, lawn mowing, snow shoveling, or dog walking service).

### Mini-Lesson (20 min): What is a business?

#### {Slide 3}

- *What is entrepreneurship? Why do businesses exist?*

Ask students to give some examples of businesses that they know.

Explain that there are many kinds of businesses, but one important type is a group of people who buy and sell things to the public. This type of business is called a “retail business”.

Ask if anyone has family members or friends who work in business selling things to other people. Ask those who say they do to describe the business and what the person they know does. Write some of their responses on the whiteboard. If necessary, prompt them with questions such as:

- Does the business sell products or services for people?
- What products does the business sell?
- Does the business make the products it sells or buy them from a manufacturer?
- Is the business the only one of its kind in the community , or are there others like it?
- Does the business have many employees or few?
- Is the business located online or in a physical location?

**Optional {Slide 4}:** Ask students if they know of anyone their own age who owns a business. Watch the video “Hope Blooms” highlighting a group of young people from Halifax, NS, who took their Salad Dressing business to the CBC Dragons’ Den.

## What do all businesses do?

### {Slide 5}

Have the class consider all the businesses that have been shared and ask if anyone can give an explanation of what businesses do. If necessary, explain that, while there are many different types of businesses, all businesses:

- Provide goods or services for sale
- Provide jobs
- Fill the needs of people in the community and around the world

### {Slides 6-10}

Show students some examples of companies that students in the area have created for inspiration.

### {Slide 11}

Explain that the best way to learn about what businesses do is to plan and run one of your own. The lessons in this program will give students the chance to act as business people and plan their own simple business. They can rely on you, their teacher, as a business advisor, but they will have to make most of the key business decisions for their plan.

### {Slides 12-17}

## Activity (30 min): The Big Idea Challenge

Have students form small teams (2–5 students); they will work with this team over the rest of the Pitch Your Vision Junior experience as they brainstorm a business idea, develop a business plan/ business model canvas and pitch their idea.

- Explain that all great businesses start with a *problem or need* and a creative solution. The Challenge: “*In your team, come up with a new business idea that helps solve a problem for people your age, your school, or your community.*”

- Optional discussion starter:

Ask:

- *“What are some problems kids or families face every day?”*
- *“What’s something you wish existed to make life easier or more fun?”*

- Team brainstorming – Teams use the **Brainstorm Sheet** to help them generate some product and service ideas. divided into three sections. As students come up with their ideas, encourage quantity over perfection – the wilder the ideas are the better at this stage!
- Choose and develop the best idea – Teams choose their favorite idea from the brainstorm and complete the remaining prompts on the **Brainstorm Sheet**, which include:
  - Business Name
  - What We Offer (Product/ Service)
  - Why People Will Love It
  - How We Will Get It to Them
- **Optional Extension Activity:**  
Provide art supplies or tablets so that teams can sketch a logo or create a prototype of their idea.

### Teacher Tip!

Walk around as students are brainstorming and ask prompting questions like:

- “Who would find that useful?”
- “How would someone use or buy it?”
- “What makes your idea special or different?”

### {Slide 18}

Ask students the questions on the slide as a reflection on Lesson 1.