







<b>Title</b>	"What is my idea?"
<b>Grade Level</b>	Middle and High School
<b>Focus</b>	Entrepreneurship & Me, Day 3 of 4

<b>Objectives</b>	
<b>The student will...</b>	integrate the components of a business plan.
	create a business idea of their own.
	present their ideas for a business.

<b>PA Standards</b>			
<b>Career Education and Work</b>	<ul style="list-style-type: none"> <li>▪ <b>13.4.8.C:</b> Identify and describe the basic components of a business plan, such as, but not limited to, business idea, competitive analysis, daily operations, finances/budget, marketing, productive resources (human, capital, natural), and sales forecasting.</li> <li>▪ <b>13.4.8.B:</b> Evaluate how entrepreneurial character traits influence career opportunities.</li> </ul>		
<b>English Language Arts</b>	<ul style="list-style-type: none"> <li>▪ <b>1.4.9 – 10.U:</b> Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.</li> <li>▪ <b>1.4.9 – 10.V:</b> Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.</li> <li>▪ <b>1.5.9 – 10.A; 1.5.11 – 12.A:</b> Initiate and participate effectively in a range of collaborative discussions on grade-level topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.</li> </ul>		
<b>Artifact Opportunity</b>	<ul style="list-style-type: none"> <li>▪ The <b>Designing My Business Idea Worksheet</b> can be used as an artifact representing standard <b>13.4</b>.</li> </ul>		
<b>Videos</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> <li>▪ <b>2019 Pittsburgh Central videos</b> <ul style="list-style-type: none"> <li>○ <b>Link:</b> <a href="https://www.whatssocool.org/contests/pittsburgh-central/">https://www.whatssocool.org/contests/pittsburgh-central/</a></li> <li>○ <b>QR Code:</b> </li> </ul> </li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> <li>▪ <b>2018 Pittsburgh East videos</b> <ul style="list-style-type: none"> <li>○ <b>Link:</b> <a href="https://www.whatssocool.org/contests/pittsburgh-east/">https://www.whatssocool.org/contests/pittsburgh-east/</a></li> <li>○ <b>QR Code:</b> </li> </ul> </li> </ul> </td> </tr> </table>	<ul style="list-style-type: none"> <li>▪ <b>2019 Pittsburgh Central videos</b> <ul style="list-style-type: none"> <li>○ <b>Link:</b> <a href="https://www.whatssocool.org/contests/pittsburgh-central/">https://www.whatssocool.org/contests/pittsburgh-central/</a></li> <li>○ <b>QR Code:</b> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>2018 Pittsburgh East videos</b> <ul style="list-style-type: none"> <li>○ <b>Link:</b> <a href="https://www.whatssocool.org/contests/pittsburgh-east/">https://www.whatssocool.org/contests/pittsburgh-east/</a></li> <li>○ <b>QR Code:</b> </li> </ul> </li> </ul>
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Lesson Plan	
<b>Materials Needed</b>	
	<ul style="list-style-type: none"> <li>• Business Plan Worksheet (from Day 2)</li> <li>• Designing My Business Idea Worksheet</li> <li>• Internet access</li> <li>• “What’s So Cool About Manufacturing?” videos</li> </ul>
<b>Prior Knowledge</b>	
	<ul style="list-style-type: none"> <li>• Business Plans               <ul style="list-style-type: none"> <li>○ In order to properly engage with this lesson, the teacher will need to be comfortable explaining the components of a business plan.</li> <li>○ The Pennsylvania Department of Education’s CEW Standards lists these terms. Please see CEW 13.4.8.C.</li> <li>○ The National Federation of Independent Business (NFIB) website outlines the seven essential sections of a business plan. It is a useful tool for the teacher and students:  <a href="https://www.nfib.com/content/resources/start-a-business/7-essential-sections-of-a-business-plan-49946/">https://www.nfib.com/content/resources/start-a-business/7-essential-sections-of-a-business-plan-49946/</a></li> <li>○ For further information on entrepreneurship, explore this website from the Network for Teaching Entrepreneurship, where the eight main concepts of an entrepreneurial mindset are explored:  <a href="https://www.nfte.com/wp-content/uploads/2017/07/NFTE-2016-Alumni-Survey-Report-2.10.20171.pdf">https://www.nfte.com/wp-content/uploads/2017/07/NFTE-2016-Alumni-Survey-Report-2.10.20171.pdf</a></li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Warm-Up</b> <ul style="list-style-type: none"> <li>○ <i>Create a business! [5 minutes]</i> <ul style="list-style-type: none"> <li>▪ “For 5 minutes, brainstorm what kind of business you would like to create. No matter what, keep writing down ideas and thinking outside the box for the full 5 minutes. There are no bad ideas and no wrong answers.”</li> </ul> </li> </ul> </li> <li>• <b>Body</b> <ul style="list-style-type: none"> <li>○ <i>What’s my idea? [20 minutes]</i> <ul style="list-style-type: none"> <li>▪ Using the <b>Business Plan Worksheet</b> and their brainstorming (from Day2), students will complete the <b>Designing My Business Idea Worksheet</b>. This can be done in small groups or individually.</li> </ul> </li> <li>○ <i>Share [10 minutes]</i> <ul style="list-style-type: none"> <li>▪ Students share their <b>Designing My Business Idea Worksheet</b> with a peer or each group presents to the whole class. Ideally, each student will share and receive feedback from a peer based on their idea(s).</li> </ul> </li> </ul> </li> <li>• <b>Closing</b> <ul style="list-style-type: none"> <li>○ <i>Reflection [3 minutes]</i> <ul style="list-style-type: none"> <li>▪ On an exit slip, respond to this: “How do you feel about what you did today? If you were an investor, would you invest in this business? Why or why not?”</li> </ul> </li> </ul> </li> </ul>



### Designing My Business Idea Worksheet

**Directions:**

Using the Business Plan Worksheet from Day 2, the NFIB website, and a lot of your imagination, complete the following steps.

**Step 1:** Using your warm-up writing to get you started, write in the box below what you want to be the focus of your business. You can use sketches, phrases, and complete sentences.



**Step 2:** Who is helped by this business? Think about your patrons and how they benefit and think about the number of employees that you would hire.



**Step 3:** Is there another business like this? How will yours be different?



**Step 4:** What do you need to make this business happen? Think about financial needs, equipment, human capital, and real estate, among other things.



**Step 5:** Sketch your business name, logo, or imagined storefront or website below:

