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WEEK 2:

# CHOOSING THE RIGHT IDEA AND THE RIGHT TEAM TO WORK IT WITH

Ideation is one of the most exciting steps in entrepreneurship. It involves knowing opportunities and understanding one's passions and inclinations for entrepreneurship. After finding the right idea, making it happen almost always involve having a team that works together with the entrepreneur. Let us understand the concepts and give the much-needed edge to all our campers.

## **1. Lesson Overview**

- a. Lesson Objectives
- b. Estimate Time
- c. Materials Needed
- d. Background for Teachers
- e. Mentor

## **2. Teaching Strategy**

- a. Part 1: The Problems You are Solving
- b. Part 2: Finding the Right Idea
- c. Part 3: Understanding Opportunities
- d. Part 4: The DNA of a Good Team
- e. Part 5: Social Entrepreneurship
- f. Part 6: Mentoring
- g. Questionnaire and Assessment
- h. Your Big Idea Presentation

## **3. Supplemental Videos**

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# LESSON OBJECTIVES

## Students Should be Able to:

1. Understand themselves more and dig within themselves to find the obstacles and challenges they love to solve;
2. Pinpoint opportunities that they might have and know where and how they actually occur;
3. Paint a picture of how a team works – the structure, its process, and even the amount and composition of team members. The goal here is to be able to create a good team;
4. Know what social entrepreneurship is and how this particular way of life affects the community and society we are in;
5. Appreciate the value of mentoring so that every child entrepreneur will be able to follow through in learning even beyond the camp.

## Estimate Time

It will be a six-part program, where each topic would need more or less 30-minutes each for class. Each program will also culminate with a 10-minute activity that will synthesize and apply what the students learned.

## Materials Needed

1. Becoming an Entrepreneur handout for the Second Session
2. Printed Questionnaire for the students to answer
3. Internet Access to show The PlatForum website
4. Presentation materials
  - a. Overhead Project
  - b. Whiteboard and Marker
  - c. Papers

## Backgrounder for Teachers

Entrepreneurship is becoming the trend and fad for many people. Because of this, many people want to be entrepreneurs without truly understand the process involved. The first steps needed is most likely the most important ones to take, and that is the reason why this

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lesson is very important. Every great business begins with a need – whether from the customer or from the entrepreneur themselves.

Many are asking the question - whether now is a good time to start a business or not– because of the problems that many people face today and the truth that a lot of businesses fail. Newsflash – even without a crisis. Most businesses really fail. That is why we would like to establish the first steps – to at least help avoid pitfalls most take.

## **Mentors**

Our mentors for this session will be Brandon and Britney Schielack. They are the awesome couple behind the PlatForum. (Insert further introduction and achievements)

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# TEACHING STRATEGY

## Part 1: The Problems You are Solving

1. Start with important statistics/information about our community:
  - a. Top 3 problems that may need solving in the county
  - b. Top businesses that came up this 2018
  - c. Great things that happened in the area in the past 5 years
2. Transition into the part of explaining why you need to look for problems as an entrepreneur.
3. Discuss the importance of combining what is needed and what you can actually do. This will create a perfect balance between your skills and what the world needs.
4. Talk about defining your problem properly and why it is important. Also talk about the need to write the problem defined (with details) so that memory will not be an issue.
5. Discuss competition and how properly defining your problem could actually help you work around them
6. Start the Activity: Create a problem list
  - a. Think about 5 problems you find around you that you would like to fix;
  - b. Be more detailed – try to break the problem down the way it was mentioned in the discussion
  - c. Interact – find a person or people in the class with at least one similar problem to yours. Group yourself together, then talk about it. Once you go to the details, you can actually find out that the details may not be the same or exactly alike.
  - d. Talk about the application of this in the real world

## Part 2: Finding the Right Idea

1. Talk about Alibaba's founder and CEO, Jack Ma. You can use this reference here:  
[https://www.youtube.com/watch?v=hGhhmuws3\\_M](https://www.youtube.com/watch?v=hGhhmuws3_M)  
Full hour story:  
<https://www.youtube.com/watch?v=RkVJNOQ7B74>
2. You can add comments about the story, then transition into talking about finding the right idea and how to actually know whether your idea is good or bad

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3. Discuss on how judgment should be given to your ideas.
  4. Also discuss the importance of standing firm on your business regardless of the hardships you might experience (remind the children of the story of Jack Ma).
  5. Talk about the details of finding your idea
    - a. Desire and Passion
    - b. Inspiration
    - c. Problems around you
  6. Based on the discussions, the teacher could synthesize it with a recap, or proceed to the next part.

### **Part 3: Understanding Opportunities**

1. Start with this Video about opportunity:  
<https://www.youtube.com/watch?v=RCBpxKEHRNk>
2. Talk about the class about a time they actually have a wonderful opportunity in school.  
Ask them whether they:
  - a. Maximized the opportunity
  - b. Missed it
  - c. What happened afterwards
3. Using the discussion, you can proceed with the talk proper about opportunities. You can use these as reference:
  - a. <https://www.entrepreneur.com/article/50940>
  - b. <http://www.entrepreneurshipsecret.com/tag/spotting-a-business-opportunity/>
4. Talk about the idea of missing great opportunities:
  - a. [https://www.youtube.com/watch?v=IGQmdoK\\_ZfY](https://www.youtube.com/watch?v=IGQmdoK_ZfY)
  - b. Did you spot the gorilla?
  - c. Explain: sometimes we get too focused with our thing, that we miss out great opportunities
  - d. Let them talk about what they learned

### **Part 4: The DNA of a Good Team**

1. Start with this activities:

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- a. <https://www.youtube.com/watch?v=imcUbbTCk7Y>
  - b. <https://www.youtube.com/watch?v=IZnB8QsZ8QY> – this activity is advisable especially in making people know more about each other and build a team
2. Talk about what a good team is
    - a. Honesty
    - b. Harmony
    - c. Humility
  3. Characteristics found in team members
    - a. The optimist
    - b. The Pessimist
    - c. The Realist
    - d. The Devil’s Advocate
  4. End the discussion with this video:
    - a. [https://www.youtube.com/watch?v=O9\\_EHU5BKnQ](https://www.youtube.com/watch?v=O9_EHU5BKnQ)
    - b. There is another classification of members in a team, and here you can actually find them present in every team
    - c. Have you experienced any of these in the past?

## **Part 5: Social Entrepreneurship**

1. This could be an awesome video about social entrepreneurship:  
<https://www.youtube.com/watch?v=1ecKK3S8DOE>
2. This is the best discussion proper:
3. <https://www.youtube.com/watch?v=Vvq9YgoJabY>
4. Ask people if they noticed how the biggest companies in the world are connected to how people are connected in the world
5. Talk about how the internet changed the world and how we would need to adapt and become great using the technology
6. End by inspiring them about the story of Jeff Bezos, the owner of Amazon
7. Ask people to ask questions.

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## Part 6: Mentoring

1. Ask the children if they have a mentor. Some children might actually have one. IF anyone has one, then ask them to tell the story of how they actually developed the relationship with their mentor;
2. Proceed in talking about mentoring;
  - a. Why is it important
  - b. What are the great things to expect
  - c. What could go wrong
3. Proceed on the steps of finding a mentor: <https://www.entrepreneur.com/article/220694>
  - a. Recognize what makes a great mentor.
  - b. Find a good fit.
  - c. Maximize the mentor relationship.
4. End the story by connecting the students with our mentor guests

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# ACTIVITIES

1. Set up with local bank to talk to the kids.
2. Get a bank tour and have a round table discussion about the purpose of banks.
3. Loan application activity
  - a. Fill out a shortened bank form
  - b. Hand the form to the bank for approval
  - c. Give community investment for each kid
  - d. Use the investment to help the kids open a bank account for each
  - e. The kids should receive a check book or a debit card
4. Discuss expense reports and expenses in general
5. Prepare budget for Week 3 using the community investment given to them
6. Round table discussion
  - a. Discuss teams and how they benefit a business
  - b. Discuss how communities help businesses grow
  - c. Discuss who are the communities that we are part of

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# SUPPLEMENTAL VIDEOS

## Awesome Videos about Jack Ma

1. [https://www.youtube.com/watch?v=hGhhmuws3\\_M](https://www.youtube.com/watch?v=hGhhmuws3_M)
2. <https://www.youtube.com/watch?v=RkVJNOQ7B74>

## Opportunities:

1. <https://www.entrepreneur.com/article/50940>

## Activities:

1. <https://www.youtube.com/watch?v=imcUbbTck7Y>
2. <https://www.youtube.com/watch?v=IZnB8QsZ8QY>
3. [https://www.youtube.com/watch?v=O9\\_EHU5BKnQ](https://www.youtube.com/watch?v=O9_EHU5BKnQ)

## Entrepreneurship

7. <https://www.youtube.com/watch?v=1ecKK3S8DOE>
8. <https://www.entrepreneur.com/article/220694>
9. <https://www.youtube.com/watch?v=Vvq9YgoJabY>