



It's My Business

Lesson #2

1. **Distribute nametags and shake their hands.** (Model business etiquette, strong shakes, good eye contact, place nametag on the right chest for easy viewing while shaking hands.)
2. **Review the last session – Jeopardy entrepreneurs/Shark Tank homework**
 - a. Can you name an entrepreneur we learned about last week? Who was your favorite?
 - b. Did anyone watch Shark Tank? Would you invest in the companies? Why or why not? (Point out that just because they don't like the product doesn't mean it wouldn't be a good business to invest in.)
3. **Review the JA Poster** – Today we will be talking about **filling a need** and learn about how to **get to know your Customer and Product**. You will be creative and innovative and believe in yourself
 - a. ??? Where do you go to spend your free time?
 - b. Explore what teens may want and need to create a teen center for Charleston.
 - c. Key vocabulary - **active listening** – listen to everyone and get their opinions
 - d. **Brainstorming** – everyone opens up their minds and says the first thing that comes into their mind and no one can criticize
 - e. **Market research** -
 - f. **competitor analysis**- checking out other centers in the area (Effingham = 180 Teen Club)
 - g. **Problem- solving** – What problem does a teen center solve in a town?
4. **Model Brainstorming** with the following rules: (Teen Center – I say something wild like frog – but then someone else can take that and say frog water fountain or jungle theme, etc.)
 - a. Treat each other with respect – raise your hand
 - b. all answers are fantastic answers – no criticizing of ideas
 - c. You may piggyback your idea onto something someone else said
5. **Club Blueprint Activity**
 - a. Separate students into 4 groups and give 1 blueprint and some markers to them.
 - b. Have them first brainstorm ideas as a group and then start drawing. Include everyone in your group.
 - c. Tell students a vote will be taken (at the end of class or next week – your choice) to choose the best Teen Club.
 - d. Check in with each group to answer questions
 - e. Create a teen club that is creative and innovative but also is realistic and practical. Explain the grid lines – every grid line is one-half inch in length and represents one foot in the actual building).