

# It's My Business

## Lesson #5 – I See a Need – NonProfit Business Pitch Competition for \$1,000,000

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 JA Poster** – Let the students know that today they will learn about a different type of entrepreneur – the social entrepreneur. They use the 4 same entrepreneurial characteristics as business entrepreneurs – fill a need, know your customer and product, be creative and innovative and believe in yourself.
3. **Ice Breaker** – Before class, post quotes from entrepreneurs around the room. As the students come in, instruct them to walk around the room and read each quote. Ask students to choose a favorite quote and think about why it is their favorite. Then have them return to their seats and share their favorite quote.
4. **Teaching** – Remind the students that entrepreneurship is about creating something of value from nothing and solving problems that people have. Society also has problems.
  - a. **Society** is a community of people sharing customs, laws, and organizations.
  - b. **Social entrepreneur** is a person who sees a need in a society or a community and pursues a solution using his or her entrepreneurial skills and sound business practices.
  - c. **Read Sabriye Berkin's story on page #38** –
    - i. Sabriye Berkin is a young, blind woman from Germany who became fascinated with a distant country named Nepal. She studied Nepal while in college and visited after graduation. She soon discovered that many blind people there had difficulty obtaining an education and other opportunities. Sabriye became committed to helping, and she established the country's first school for the blind. Sabriye's task was not easy. She was responsible for solving all the challenges that face a new business: finding funding, convincing others her business idea was worthwhile and identifying her customers.
  - d. **Debrief** and say that by filling a need that holds significance for them, entrepreneurs can turn their enthusiasm into a business. It is their love for the product or service, and their pleasure in filling a need that drives most entrepreneurs. This is especially true for social entrepreneurs.
5. **Activity – Working on a Business Plan**
  - a. **Ask the students to identify problems or needs in society (specifically in Charleston)** to improve living conditions or quality of life. For example, are there are hungry people in Charleston?
  - b. Using their answers, pick one need or problem. Have them each write down some of their own thoughts on how to solve that problem.
  - c. Then break the students into 2-4 teams and have them write a business plan to solve the problem. (I hear there is a track meet, so we may have fewer students this week).

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- d. Explain that the teams will be competing for \$1,000,000 to see who comes up with the best idea for solving the problem. The judges will be you and the teacher.
- e. Give each team a **Business Plan Guide card** and a **big sheet of paper**. (I will have some flipchart paper for you so see me before you go into the classroom).
- f. Tell them to ignore the writing on the back of the business plan guides. (We thought localizing the social business plan would be more age appropriate)
- g. Have them write their business plan using the business plan guide on their sheet of paper. Then have one person present it to the group.
- h. The team that has the most viable business plan wins the \$1,000,000 and candy to the team.