

New Bedford Public Schools  
Division of Adult & Continuing Education

## **New Bedford High School Evening Extension**

2019 – 2020 School Year  
Trimester III

Learning Packet #3  
for  
**Entrepreneurship**

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Email Ms. Faria with questions/concerns regarding this packet at the email address listed above.

Due date: May 4, 2020

Name: \_\_\_\_\_

### In this lesson, you will learn to:

- Apply your knowledge on creating a business
  - Craft a business presentation, advertisement, and elevator pitch
- Present your business idea to your classmates

### PROJECT: Pitch Your Business Idea

After learning about the basics of entrepreneurship and how to start and build a business, let's now apply that knowledge in creating a sample business! Follow the directions on the worksheet to complete this project. This project will take us a couple of weeks to complete. You will be presenting a business presentation, advertisement, and present an elevator pitch to you me through a PowerPoint presentation.

## CREATE: A Business Idea

Congratulations, you are interested in starting your own business! The only problem is that you are unsure of what business idea you want to pursue. One approach to creating a successful business is to use the "Problem/Solution Lens" to identify needs in your community.



### **Part I: Identify Problems, Challenge, Issues**

Think about some common issues that arise in your daily life that may also affect other people. Identifying common problems, challenges, and issues is a great place to start when coming up with problem-solving business ideas.

1. Think of as many problems, challenges or issues that affect you, your school, or your community. Create a list of as many of these issues that come to mind.

**Part II: Brainstorm Innovative Solutions**

Now that you have identified common issues that affect you, your school, and your community, let's take a closer look at some potential solutions.

2. Select the top 2 issues for each category (you, your school, your community) that you want to tackle. Put the 6 issues in the middle column of the table below.
3. Complete the right column by brainstorming 3 potential solutions for each problem. *Hint:* Consider the following elements when brainstorming potential solutions:
  - Who are the people that are affected by these problems?
  - Are there currently existing solutions for these problems?
    - i) If not, how do you envision a solution?
    - ii) If so, how can you *improve* upon existing solutions?

| Who Does it Affect? | Problem | Innovative Solutions |
|---------------------|---------|----------------------|
| You                 |         |                      |
| You                 |         |                      |
| School              |         |                      |
| School              |         |                      |
| Community           |         |                      |
| Community           |         |                      |

**Part 3: Select a Business Idea**

Now that you have a list of potential business ideas, it's time to start thinking about which one interests you and what skills you already have that you could use to grow that idea.

4. From the list of potential business ideas you brainstormed above, select what you consider to be the best business idea and explain why.