



# Entrepreneurial project stage 1 – Idea generation

## 1. SHORT SUMMARY

- Total duration of this lesson: 45 minutes
- What will the students learn?
  - That the idea generation process is a first step towards shaping one's own sustainable business idea.
- What will the students do during this lesson?
  - They will come up with their own idea and answer a number of questions aiming to refine it.
  - They will prepare an “elevator pitch” for their idea.
- What skills are the students going to improve?
  - Effective communication
  - Synthesis of knowledge
  - Team work
  - Presentation skills
  - Work under pressure
  - Keep deadlines
- Cross-curricular links:
  - Geography
  - Economics / Entrepreneurship
  - Foreign languages
  - Philosophy
  - Civic education
- Materials needed:
  - Multimedia projector
  - Laptop / computer with speakers
  - Internet connection in the classroom (if there is no Internet in your classroom, you can download the online videos in this lesson in advance and bring them on a flash drive, or alternatively you can ask students to form groups and use their smartphones/tablets in order to watch the videos)
  - Flipchart paper
  - Markers



## CORE

## 2. INTRO

(3 min.)

Tell the students that with this lesson a new (and the last) chapter of the GREENT course begins. This is actually the most exciting part of the course where they will have the opportunity to work on their own sustainable business ideas. This will take place in seven stages. Write down the stages on the flipchart or whiteboard so that the students can see them and be informed what lies ahead:

- ▶ Stage 1 – Idea generation
- ▶ Stage 2 – Team formation
- ▶ Stage 3 – Looking for partners
- ▶ Stage 4 – Business model canvas
- ▶ Stage 5 – Interviews with clients
- ▶ Stage 6 – Reworking the business model canvas
- ▶ Stage 7 – Final public presentations

You can initiate a short discussion asking the students how they feel so far in the course, what the most useful thing they learned is, what skills they feel they have developed, etc.

## CORE

## 3. PRACTICAL ACTIVITY

(40 min.)

During this stage, every student will come up with an idea for a sustainable business individually (or in groups of 2 students).

Some students may already have some ideas as a result of activities during the previous lessons (where a couple of times they were asked to come up with their own idea + the mapping of local opportunities for sustainable business may have also given them ideas). Depending on your judgement, you may leave the students to come up with ideas entirely on their own or to facilitate the process a little bit for them if you think they need it. You can give the challenges below if you want to facilitate the idea generation:

- The disappearing of bees
- The pollution in big cities
- How to supply the home of the future with energy
- A challenge of your choice
- Another option is to refer to the creativity and idea generation exercises given in lesson No. 23

Students will have 40 min. to work. Make flipchart paper and markers of different colors available to everyone. They need to consider the following questions:

- What is the problem my/our idea is solving?
- What is the solution I/we are offering?
- How and why is this a sustainable solution? What will be the raw materials and where will they come from? What about the ecological footprint from production – what processes will be used, where will the energy come from? How about packaging, distribution to clients and end-of-life treatment?

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- What is the unique point that differentiates my/our solution from all the rest? In other words, why would people pay for my/our solution rather than for another?
- Who is going to pay for the solution, i.e. who is my/our customer? Is it the end user, or other businesses, or the government, etc.?
- What resources do I/we need to develop my/our product or service?

Tell the students that they can refine their ideas at home until the next class. Every student or team of 2 students should prepare a 2-min. “elevator pitch” for the next class. Tell the students that an elevator pitch is a short summary used to quickly and simply define a process, product, service, organization, or event and its value proposition. The name ‘elevator pitch’ reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes. It should be interesting, value-adding and exciting and say the most important things in a succinct, understandable way. The students’ elevator pitches should contain the most important info pulled out of their answers to the questions above.

Advise your students to watch these videos at home which will help prepare their elevator pitch. Depending on the time you have, you may want to play one of the vides during the class:

- **“The Elevator Pitch”**: <https://www.youtube.com/watch?v=Tq0tan49rmc> (01:55 min.). Some key tips on the elevator pitch.
- **“Best Demo Day Pitch Ever - Twodo - Startupbootcamp 2013”**: <https://www.youtube.com/watch?v=XSk3xO2-3rE> (09:44 min., play from 01:30 min.). A longer than 2 minutes pitch with a good structure.
- **“6 Elevator Pitches for the 21st Century”**: <https://www.youtube.com/watch?v=Xvx-tC60V6kc> (04:45 min.). From tweeting to rhyming, bestselling author Daniel H. Pink gives you six new pitching techniques from his latest book, TO SELL IS HUMAN.

### 4. REFLECTION

CORE

You can ask the following questions to the whole class and collect several answers from volunteers. Alternatively you could ask the students to fill in their answers individually in written form in the worksheet provided:

- What are some ways to generate a business idea that work good for me?
- If I had to create an elevator pitch of myself as a person, what would I include in it?

### 5. A LOOK INTO THE FUTURE

Next time students will present their initial business ideas in front of their classmates and will go through a process of team formation.

(2 min.)



**Entrepreneurial project stage 1 –  
Idea generation**

**Lesson 30**



What are some ways to generate a business idea that work good for me?

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If I had to create an elevator pitch of myself as a person, what would I include in it?

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