

## Entrepreneurship Lesson Plan

### Objective:

- To develop an understanding of basic entrepreneurship.
- To understand the skills needed to be an entrepreneur both in business and life.
- To foster an understanding of basic goal setting and team work skills.

### Anticipatory Set:

- Ask the students to write the definition of entrepreneurship. Share definitions, then as a large group discuss what it takes to be a good entrepreneur. Introduce the definition of entrepreneurship.

### Activities:

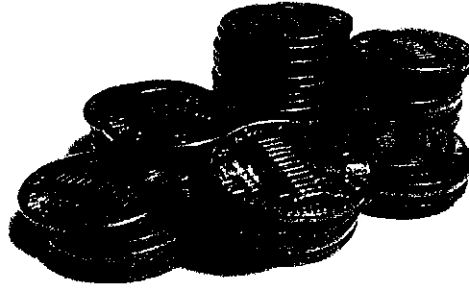
1. Talk about entrepreneurs now and what made them an entrepreneur (see *Inc. Magazine* article featuring Tony Hawk included with plans).
2. Explain to students they are going to develop skills of an entrepreneur through following three stations:
  - a. **Penny Drop:** This activity demonstrates critical thinking and collaboration.
  - b. **Lemonade Stand Game:** This free online game is an excellent critical and static thinking opportunity.  
([http://www.classbrain.com/cb\\_games/cb\\_gms\\_bag/lemonade.html](http://www.classbrain.com/cb_games/cb_gms_bag/lemonade.html))
  - c. **Sell Me That:** This activity demonstrates creative thinking, develops confidence in one's beliefs, and displays that confidence to the public.
3. Break students into 3 groups, and allow each student to spend 5-8 minutes per station and rotate to the next station, until each activity has been attempted.
4. Bring students back together and complete the **Penny Drop** activity in front of them. In addition, allow each **Sell Me That** team to perform their 30-second pitch.
5. Brainstorm the goal of each activity – create a collaborative document and discuss.

### Summary:

Have the students redefine entrepreneurship and how they will use these skills in their lives.

**Being an entrepreneur is about seeing opportunities in life and working hard to get them, perhaps even using unconventional, out-of-the-box creativity to make it happen. Students have the opportunity to actively choose to make a life that they want, and not settle for less, or worse, let life pass them by.**

# Penny Drop



## Instructions:

**With a partner: Take a container of 100 pennies and dump them onto the floor. You and your partner will have 60 seconds to place the pennies back into the container. You may use anything in the room in order to complete this task, but you may NOT touch the pennies with your hands.**

**1) How many pennies were you able to place back into the container?**

**2) Do you think that your idea for putting the pennies back into the container was the best way? Why/Why Not?**

**3) Describe what tools/materials you used to put the pennies back into the container.**

**Answer questions 4-6 after your teacher demonstrates his/her method for putting the pennies in the container.**

**4) How did your teacher complete this activity?**

**5) Do you think your teacher cheated? Why or why not?**

**6) What does this activity have to do with real life?**



# Making Lemonade

## Instructions:

Have you ever wondered if you would be good at running your own business? Well here is your chance! You now have your very own lemonade stand and 30 days to try and make some money. Here are a few things you need to know before you start.

**1. Click PLAY.** You are shown a room with a window and a T.V., where you find out what kind of weather your day will have. The weather will change every day. Think about the weather and how well you can sell lemonade on a sunny vs rainy day.

**2. Next, Click ASSETS.** Asset means how much money you have right now. You will spend some of this money on making lemonade and signs for your stand so the amount will change every day.

**3. Look at your COST PER GLASS.** This is how much it will cost you to make one glass of lemonade. This changes every day so pay attention!

**4. Decide how many advertising signs to make.** Each sign costs 25¢ and this is subtracted from your ASSET amount. Fill in the first box with the number of signs you want to make.

**5. Decide how much to charge for each glass of lemonade.** Be careful! People won't buy your lemonade if you charge too much. But remember, you must charge more than what it costs to make each glass to make any money at all. Fill in the second box with the amount you want to charge.

**6. Decide how many glasses of lemonade to make for the day.** Remember how much the COST PER GLASS is before you spend too much. After you have filled in the 3 boxes,

**7. Click GO!** Did your ASSETS go up? If so, you made money!! You will get a statement that tells you how much you charged per glass, how many glasses you made, and how many you sold. It also adds up the expenses, which is the money you spent on signs and making lemonade. Your NET PROFIT is how much money you made that day. At the top right of your screen it will tell you what day of the month it is.

**8. Repeat the steps above for 5 days and see how much money you can make. GOOD LUCK!**

RESULTS	Day 1	Day 2	Day 3	Day 4	Day 5	WEEKLY TOTAL
Assets						
Cost per glass						
Advertising-# signs						
Price per glass						
How many glasses?						
NET PROFIT						

1) Were you profitable for the week? How do you know?

2) What would you change to be more profitable? Why?

# Sell Me That

## **Instructions:**

In front of you are 5 ordinary items (shampoo, hand lotion, body powder, denture cream, toothpaste). Your team needs to choose one of those items for this activity.

As a group, create a 30 second pitch to sell your product. Pretend that the people you're presenting to have never seen your product before. Your pitch must include the following:

- What is special about your product?
- Why should the person buy your product over all of the others?
- What all can your product do?

Also, each person in your team must participate in the presentation.