Maine Startup Challenge Lesson Plan

Objective: Provide students with the context to be able to complete a Business Plan Canvas for submission to the Maine Startup Challenge.

What is the Maine Startup Challenge? Watch a quick video here to learn more!

What is a business plan?

A business plan is a high-level overview of a business idea. It outlines how the business will work. What will you sell? Who will buy it? Who are your competitors? It helps entrepreneurs organize and communicate their ideas so that they can get support from their community.

Helpful reference video:

Introduction to a Business Plan (roughly 3 minutes)

How to construct a one-page Business Plan (or, the "Business Plan Canvas"):

MVF's No idea to Business plan in less than 10 minutes (6 minutes)

Introduction to a Business Plan Canvas (roughly 20 minutes across six episodes)

What is an example of a problem worth solving?

Businesses solve customers' problems. And successful startups solve new problems or old problems in a new, better way. Here are a few reference videos (each 6-7 minutes in length):

Micah's Mixx

Zollipops

Baby Spoon on Shark Tank

Now it's your students' turn!

Let students ideate about a problem at school or in their community that they think they can solve in a new and better way. Then, have them use the business plan template to document the key components of their business strategy. Keep it concise!

How to complete a Business Plan Canvas

To compete for the prize, remember to submit your application during the application window (to be announced)!

Questions, feedback, or new ideas to incorporate?
Email Nina at nina@maineventurefund.com with any questions and comments!