



## Budding Entrepreneuers with Aparna

### Instructions:

Check out this sample lesson plan and activity ideas for inspiration, ideas, and more. Feel free to edit, delete, or highlight to make it your own! These notes are yours to customize. They will not be published anywhere such that you're held to teaching exactly what's here.

### Topics

entrepreneur mindset, solve problems, create a fun product, marketing

### Lesson Ideas

Lesson Title

Budding Entrepreneurs

Duration

1 hour

Lesson Plan

#### 1. Introduction to Entrepreneurship (10 minutes)

- Discuss what an entrepreneur is and the importance of an entrepreneurial mindset.
- Share examples of famous entrepreneurs and their impact.

#### 2. Problem-Solving Activity (10 minutes)

- Divide the class into small groups.
- Present a common problem (e.g., organizing school supplies).
- Encourage each group to brainstorm solutions.

#### 3. Product Creation (15 minutes)

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- Each group picks a problem solution and develops a simple product idea.
- Provide paper and art supplies for drawing or creating a simple model of their product.

## 4. Marketing Strategy (10 minutes)

- Teach basic marketing concepts (unique selling points, target audience).
- Have each group create a short pitch to "sell" their product.

## 5. Group Presentations (10 minutes)

- Each group presents their product and marketing strategy to the class.
- Encourage peer feedback and positive reinforcement.

## 6. Reflection and Closing (5 minutes)

- Discuss what students learned about entrepreneurship.
- Encourage them to think about problems in their daily lives they could solve.

## Materials List

- Paper
- Markers and crayons
- Art supplies (glue, scissors, colored paper)
- Whiteboard or flip chart
- Example products or images of innovative products

## Adaptations for Different Ages

- Younger children: Simplify the product creation process with pre-drawn templates.
- Older children: Introduce more complex marketing strategies and allow for digital presentations.

## Movement Break

- Entrepreneurial Stretch: Have students stand and stretch while naming a product they love and why.

## Bonus Activities

- Host a "Market Day" where students can set up booths and role-play selling their products.
- Invite a local entrepreneur to speak to the class about their experiences.

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## Series Outline

### **\*\*Week 1: Introduction to Entrepreneurship\*\***

- Discuss what entrepreneurship means and share examples of famous entrepreneurs.
- Invite a local entrepreneur for a guest talk and Q&A session.
- Group activity: Brainstorming session on what problems kids observe in their daily lives.

### **\*\*Week 2: The Entrepreneurial Mindset\*\***

- Explore characteristics of successful entrepreneurs (e.g., resilience, creativity, risk-taking).
- Conduct a group discussion on overcoming challenges.
- Role-playing activities: Simulate scenarios where students practice decision-making and problem-solving.

### **\*\*Week 3: Identifying Problems\*\***

- Encourage students to list problems they encounter at home or school.
- Organize a "Problem Detectives" game to find and categorize problems in different areas.
- Use art supplies to visually map or draw one problem and potential solutions.

### **\*\*Week 4: Ideation and Creativity\*\***

- Hold an idea-generation workshop using techniques like mind mapping and brainstorming.
- Introduce the concept of a "crazy idea" and its potential value.
- Group activity: Select one problem and generate creative solutions.

### **\*\*Week 5: Developing a Product Idea\*\***

- Discuss how ideas can turn into viable products or services.
- Hands-on activity: Create simple prototypes using crafts and recycled materials.
- Encourage students to think about design and functionality.

### **\*\*Week 6: Fun Product Design\*\***

- Organize a "Design Your Dream Product" project with art supplies.
- Teach basic principles of user-centered design.
- Collaborate in small groups to refine product ideas and sketches.

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## **\*\*Week 7: Building a Business Plan\*\***

- Introduce components of a simple business plan: product description, target audience, and pricing.
- Divide into teams to draft a basic plan for their product.
- Present a template or checklist to guide their business plan creation.

## **\*\*Week 8: Basics of Marketing\*\***

- Discuss the four P's of marketing: Product, Price, Place, and Promotion.
- Create fun advertisements or posters that describe their product.
- Plan a mock "pitch" session where students present their marketing strategies.

## **\*\*Week 9: Selling and Presentation Skills\*\***

- Teach techniques for effective public speaking and pitching.
- Organize practice sessions for product pitches in front of peers.
- Feedback round: Give constructive criticism and suggestions for improvement.

## **\*\*Week 10: Entrepreneurship Fair\*\***

- Plan an entrepreneurship fair where students set up stalls to showcase their products.
- Invite parents, teachers, and peers to visit the stalls and give feedback.
- Reflection session: Discuss what was learned and what could have been done differently.

For additional support, reference this [experience outline template](#) which includes tips and prompts to help you develop and lead an excellent Grasshopper Kids experience.

*Note: This lesson plan outline was drafted by Hopper. If you would like to see different results, you can [submit another idea](#), or text us with feedback so we can work to make the algorithm better. We built this tool to help save you time in bringing more kids enrichment experience ideas to life!*

