Overview: In this lesson, students will be creating a stakeholder map and a crowdfunding campaign.

### Student Agency:

Students have control over their learning by creating their own stakeholder map and choosing to create a video or poster presentation of their crowdfunding campaign.

### S Pathway:

- Engineering
- Maker Centered Learning/ Fabrication

**Duration:** 1-4 hours (depending on complexity)

### Essential Question(s):

- How can stakeholder mapping ensure that everyone's expectations are appropriately met?
- How can crowdfunding allow companies with low to no initial investments get started?

### **O**bjectives:

- Students will be able to identify and map out stakeholders in their company by creating a stakeholder map to ensure everyone's expectations are met.
- Students will be able to create a mock crowdfunding campaign to demonstrate how they would raise money to take their product to market.

Competencies & Practices	Q Student Artifacts/Evidence
Collaboration	Students collaborate with their team to construct a stakeholder map.

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Data Analysis	Students will be using data analysis to create and analyze a stakeholder map.

#### **Teacher Preparation:**

Familiarize yourself with stakeholder mapping and crowdfunding.

#### **Materials for Students:**

- Computer
- Video Equipment (Optional)
- Large Paper Roll or poster paper
- Sticky Notes

#### **Students Prior Knowledge:**

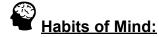
 Students should know who their target market is to reference to while creating their crowdfunding campaign. See Lesson #3



#### Concepts:

- <u>Stakeholders</u>- are different groups of people who show interest in a business, such as shareholders, customers, employees, and business partners.
- <u>Shareholders</u>- are people, companies, or organizations that hold at least one share of stock in a company.
- <u>Crowdfunding</u>- a way to raise money for individuals or businesses by collecting donations/investments through family, friends, strangers, and businesses.
- <u>Crowdsourcing</u>- obtaining needed services, ideas, or content by a group of either paid or non paid people, typically online, rather than traditional employees.





- Persisting
- Thinking Flexibly
- Creating, Imagining, Innovating
- Thinking and communicating with clarity and precision

## Lesson Sequence:

- **1. Anticipatory Set:** Show the video below to allow students to see some crazy crowdfunding campaigns that have actually succeeded.
  - ▶ Video Connection: <a href="https://www.youtube.com/watch?v=VUiXO-fkig8">https://www.youtube.com/watch?v=VUiXO-fkig8</a>

Questions to Ask Students:

- 1. How can crowdfunding be used to raise funds to take a product to market? It allows random people to invest money to products that they like. Investors normally get some form of discount or perk for their investment.
- Why do you think that the crazy ideas listed above were successful? They were funny, interesting, and well presented.

### 2. Engaging Activities:

- a. **Watch-** Students will watch the following video about creating a stakeholder map <a href="https://www.youtube.com/watch?v=eqZfiTp1HZw">https://www.youtube.com/watch?v=eqZfiTp1HZw</a>
- Research- Students will research more about stakeholder mapping Crowdfunding

Teacher Tip: Students can start their research with the articles below, but may find additional resources online.

- Stakeholder
  - https://uxdict.io/design-thinking-stakeholder-maps-6a68b057 7064 (article)

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- https://www.bsr.org/reports/BSR\_Stakeholder\_Engagement\_ Stakeholder Mapping.final.pdf (article)
- https://customerinsightleader.com/opinion/create-stakeholder -map/ (article)
- ii. Crowdfunding
  - 1. How to set up a crowdfunding campaign (article)
  - 2. <a href="https://www.entrepreneur.com/article/307250">https://www.entrepreneur.com/article/307250</a> (article)
- c. Activity: Students will use the information that they learned using the resources above to create a stakeholder map and will create a video campaign to crowdfund their project.

Teacher Tip: If video equipment is not available, students may write or verbally present their crowdfunding campaign.

**3. Wrap Up**: Have the class present their stakeholder map and show the video of their crowdfunding campaign.

Assessment Questions	Yes	No
Did students accurately represent all stakeholders in their company?		
Do students have an understanding how crowdfunding works?		

#### **Activities for Relearning:**

Have students research stakeholders in real companies and how the companies crowdfund.

#### **Activities for Enrichment:**

Students will create a stakeholder map for a real company that already exists. They will then take a product that the company makes to crowdfund and make it desirable from a new group of potential customers.

#### **Resources for Teachers:**

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- https://customerinsightleader.com/opinion/create-stakeholder-map/
- https://knowhow.ncvo.org.uk/how-to/how-to-and-why-set-up-a-crowdfunding-campaign
- https://www.entrepreneur.com/article/307250