

Lesson Plan 1: The Business ideas

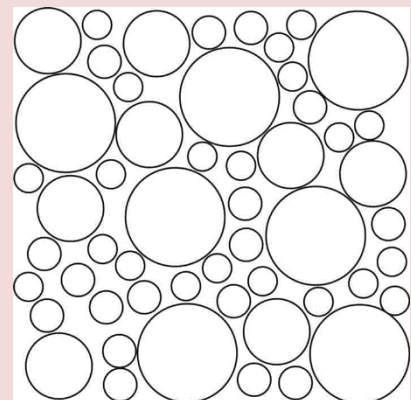
Introduction: Deciding on a business idea is a crucial step that holds immense significance before embarking on the journey of starting a business. It serves as the foundation upon which the entire business is built and determines its potential for success.

What is a business idea? (Teacher will explain following pointers to students)

- A business idea typically starts with identifying a problem or a need that exists around you.
- Once you have identified a problem or need, a business idea involves coming up with a solution to address it.
- Your business idea should have a unique selling proposition (USP) that sets it apart from existing solutions in the market. This could be a special feature, price, superior quality, convenience, or any other aspect that makes your idea stand out.

Activity 1 - Let's warm up!

- Draw these circles on a sheet of paper.
- Make as many things as you can think of from each circle.
For example, sun, pizza etc.
- It has been established that one can make up to 50 things!
You get 5 minutes
- Share what you have made with the rest of your class,
- while your teacher keeps listing all ideas you share.



Reflection

- What helped you come up with so many things to draw?

Conclusion

We did the circle activity to learn how to brainstorm. Similarly, you will apply this skill in thinking about your business ideas.

Activity 2 - Brainstorming Ideas

Time for you to think like a business person now and think of a big idea!

- Teacher will give the following examples to students for start thinking for a business idea

Problem 1: Limited healthy food options near schools.

Business Idea: A food delivery service specifically catering to students, offering nutritious and affordable meals delivered directly to their schools.

Problem 2 - High caffeine content in tea and coffee

Business Idea - A healthy alternative made of date seeds which tastes and smells like coffee without the caffeine

Note : *Students can think out of the box don't limit students within the above example*

- Now similarly, take 10-15 minutes and write at least 3 of your own business ideas, along with the problem or need they are solving ?
- Once you have thought of some business ideas, look at the table below and see which column it fits into. Business ideas can be under 2 buckets 'New & Innovative Business Idea', and 'Existing Business Idea'. Let me share some real examples of each of these kinds

| New & Innovative Business | Improving Existing Business |
|--|--|
| <i>(One can come up with a fresh new idea to address a pain point, that is, something is missing and a new opportunity could be created through a product or a service.)</i> | <i>(You don't need to reinvent the wheel in order to build a successful business. Instead, think of ways to improve an existing product. Some changes that can be made in order to make something better like Delivery / Location / Cost / Customer experience.)</i> |
| For example, what Paytm did, where it reduced dependency on cash by enabling payments through mobile and the wallets connected to mobile. | For example: Somebody has started a travel agency where they book tickets and hotels for people travelling to or away from your city. The same agency has also started tour guides/homestays to provide a better experience for the tourists. |
| Another example could be getting access to world-class teaching and teachers from the comfort of home, through online platforms, like Khan Academy. | Swiggy came up even when Zomato was There, Flipkart came from Amazon and still made good business, restaurants / dhabas, malls, boutiques, pharmacies, and so on. |

Reflection

- Which column do you think your idea will fit into?
- How did you feel after coming up with your own business ideas?

Conclusion: We did the activity to learn how to find out our business idea. Now in the next activity we will learn how to shortlist our ideas.

Activity 3 - Idea Shortlisting!

- Form groups of 2-3 with the students near you. This is only a temporary group for this activity so don't think too much about it.
- Once you have formed the group, take 1 minute to read or remember the ideas you came up with in your last class.
- After that, each of you, try to pitch your idea (could be 1 or more than 1 idea) to the group. 'Pitch your idea' means that you will share your business idea with your group
- Once you are done with your 'pitch', ask your group members what they think of your product/idea. Ask your friends the following questions:
 - a. Do you think it's a good business idea?
 - b. Will you use it or buy it?
- Now, you must be wondering how to confidently narrow down ideas that will help you get the seed money of Business Blasters.
- This table is to help you shortlist a good idea. Think of the top 3 ideas that you have & try to answer all the questions from the table for each of the ideas.

| Business Idea in one line - | | |
|--|-----|----|
| Does the solution get you excited to make it and sell it to customers? | Yes | No |
| Do you think you would buy it yourself? | Yes | No |
| Did your group members also think it was good? | Yes | No |
| Did they say they would actually buy it? | Yes | No |
| Do you think you can make it with the Business Blasters seed money? | Yes | No |

Reflection: Which ideas got the most number of 'Yes'?

Conclusion: Congratulations! That would be a good business idea! Don't worry if you have more than one idea at this stage.

