

### Overview

Learners will gain first-hand experience from local community entrepreneurs and business owners on how to share an idea, as well as develop the skills necessary to “pitch” their own community-changing solution!

#### 3-5: Elementary Block Learners

##### English Language Arts

- **Interactions** - Big Ideas: Expression, Exchanges, and Reception
- **Reading** - Big Ideas: Vocabulary and Reading Comprehension
- **Representations** - Big Idea: Composition

##### Mathematics

- **Statistics and Probability** – Big Idea: Data Analysis

##### Personal Wellness

- **Mental Fitness** - Big Idea: Decision-Making
- **Career Connected Learning** – Big Idea: Experiencing Potential Career Pathways

##### Visual Arts

- **Create** – Big Idea: Application and Product

### Cross-Curricular Learning Activities

| Lesson                    | Materials Needed  |
|---------------------------|---|
| 1. <u>On the Ground</u>   | <i>Visit to local Farmer’s Markets or local business owner in-person or virtual</i> – may require transportation, walk, setting up a Microsoft Teams Meeting link, PowerPoint Presentation                |
| 2. <u>A True Pitch</u>    | Chart Paper, marker, PowerPoint Presentation  |
| 3. <u>Sharing An Idea</u> | PowerPoint Presentation, recyclable materials, technology (optional), paper, cue cards, colouring materials, <i>Knowing Our Audience</i> printable, pencils, Read Aloud: <i>What To Do With A Chance?</i> |
| 4. <u>IDEA Market</u>     | PowerPoint Presentation, Set-up (table/desk space for presentations), an agenda, invitations, nametags, judges, judging sheets, certificates of participation, pencils                                    |

## Time Considerations: 5 - 10 classes

### Lesson 1: On the Ground

Gaining Expertise from the Experts: Think about the local entrepreneurs in your community. Arrange for your learners to meet one of them in person, on a community walk or via a bus, or virtually through Microsoft Teams. (To note: A Farmer's Market will have lots of entrepreneurs.) Be sure to ask if the entrepreneur would be willing to share their own business story, as well as hear the ideas from your learners, working on their solution. Having difficulty booking an entrepreneur visitor? ***Reach out to the Centre of Excellence for Entrepreneurship Lead who can help set up a virtual visit with an entrepreneurial partner.***

Before the visit, discuss the questions on Slides 2 and 3 of the PowerPoint Presentation, “*What is an entrepreneur?*” [a person who begins or organizes a business, or businesses, with risk] and “*How do they share their ideas and solutions?*” After the visit, have learners reflect upon the experience by sharing with a partner at least one takeaway from the encounter. Have some share with the larger group.

### Lesson 2: A True Pitch

Pitch Perfect: Using Slide 4 of the PowerPoint Presentation, have learners watch and listen to an idea about eliminating dripping ice cream cones for good! Discuss: *How did these two boys share their idea?* [with props/prototype/display, passion, made eye contact, confident speakers, showed how their idea could help solve dripping ice cream cones, authentic, honest, and even funny!]. *How would you have felt having to pitch your idea and product to professional business owners?*

Using Slide 5 of the PPT, discuss: *What is a pitch?* Read the definition and see if the young entrepreneurs from the video had the necessary elements.

Selling Vs. Believing: When it comes to sharing ideas, we want our learners to recognize that people appreciate it being shared in many ways – visually, audibly, experientially, etc. Discuss: *“In the business world, entrepreneurs need to sell their ideas and products, to make a living and to make more ideas and products, like the two young boys we heard from! They advertise and share their ideas through signs, websites, social media, radio, etc. We do not need to sell our idea, but we need others to **believe** in our idea. What is the difference? Do **we** believe it?”* Allow learners to share their thinking.

### Lesson 3: Now What? Sharing An Idea

Data-Informed Decision Making: As a whole class, or in small groups, have learners fill out a Knowing Our Audience printable and fill in who and how. Tell: *Entrepreneurs and business owners often collect data on their customers or future customers – about what products they currently use and/or want. Collecting data is important because data can us help tell a story to solve the issue we selected. In our case, with this data, how should we tell others*

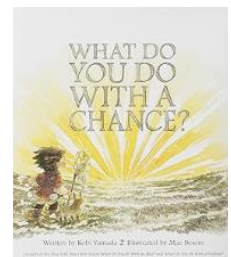


about our “opportunity”? If possible, send learners to ask the people who they write down how they would like ideas shared best. Then, examine the data – how does most of our audience like information to be shared? Time to make a plan!

**Whole Class Ideas:** You may decide on words + pictures + experience + model and divide your learners into 4 groups to prepare each one. [Words = prepared speech and practicing the sentences; Pictures = posters, signs, brochures either with paper or technology; Experience = ambience of classroom (music, lighting, organization of desks), try out a part of the idea; Model = 3D models, diorama, tiny scale display.] As a whole class, decide on the location, layout, and date of the IDEA Market, as well as an agenda for the event if inviting multiple guests and/or judges. Like a real market, learners have the opportunity to share what they have created!

**Smaller Group Ideas:** As a group, decide what an Idea Sharing MUST have so learners know what they need to do. These can be co-constructed for assessment purposes (especially in the areas of English Language Arts). Encourage groups to be creative with those **musts** and add more, if time permits. If you have access to technology, allow learners to create visuals, song playlists, PPTs, videos and so much more with what is at their fingertips. As a whole class, decide on the location, layout, and date of the IDEA Market, as well as an agenda for the event for the event if inviting multiple guests and/or judges. Like a real market, learners have the opportunity to share what they have created. Also like a real market, there are competing booths, sharing the same items and produce. This gives them an opportunity to share in a unique way.

Read Aloud – What Do You Do With A Chance?: After reading, discuss: “With our IDEA Market kit, we will be given a chance to share our incredible ideas. What will we do with our chance?” Allow learners to share.



Mock Market: Schedule a time, on your class calendar, when learners can practice their Idea Sharing in front of each other - whole class or in small rotating groups. Before the Mock event, have volunteers deliver the invitations (feel free to use the template given or have learners design their own).

**After Sharing - For Whole Class:** Have learners share 1 challenge and 1 victory. Then, go over plan, agenda, and any questions for the real IDEA Market.

**After Sharing - For Smaller Groups:** Have groups self-assess their *practice round* based on the co-constructed MUSTS that were created. Give extra time to groups, if needed, to tweak their presentations. Then, go over plan, agenda, and any questions for the real IDEA Market.

Also, choose 2-3 judges that will come to your IDEA Market to give positive feedback and encouragement for next steps. (Judges could be a principal or vice principal, another educator, the same entrepreneur whom you visited with, local community members, etc.) See judging sheet provided for more information. [Feel free to create your own.]



Acknowledgements:

1. The Drip Drop – Shark Tank:

<https://www.youtube.com/watch?v=y5nmwuu6RX0>.

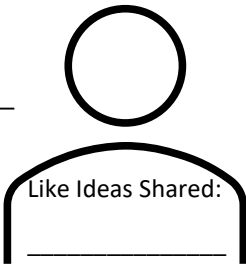


# Knowing Our Audience

Name(s): \_\_\_\_\_

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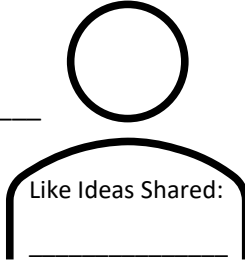
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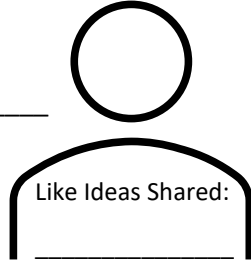
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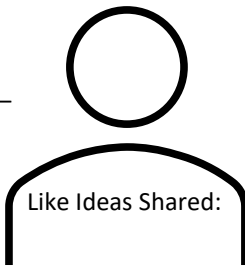
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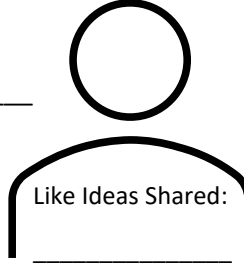
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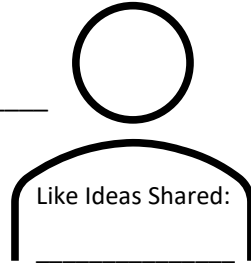
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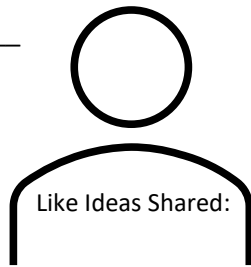
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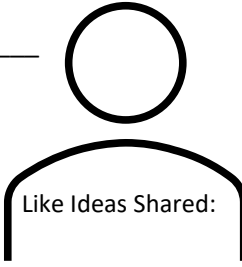
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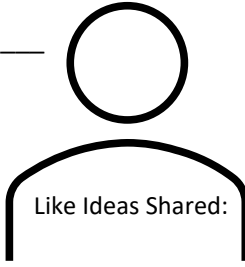
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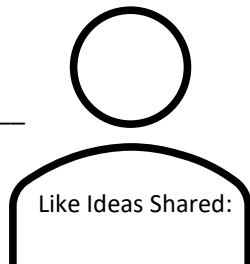
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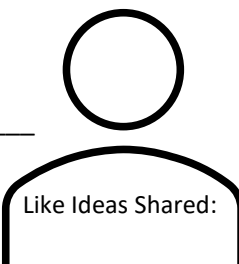
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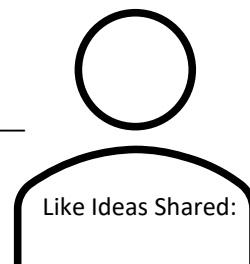
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