



STAGE 1: ENTREPRENURESHIP CHALLENGE

Stage 1 is an introduction to Ontario Farming STEMterprise.

Lesson 1 - The Challenge (Project Kick Off)

** Note: There is only one lesson in this stage

LESSON 1 - The Challenge

Overview:

Students will learn about entrepreneurship to help them meet the challenge to create a new granola bar and set up a business. They will be introduced to what the project involves and take the STEMterprise pledge.

Learning Objectives

- Student will know about the STEMterprise Challenge - the goal of the project and what is expected of them.
- They will have an understanding of what an entrepreneur is and the characteristics are important to be successful
- Students will have begun writing down questions about where their food comes from, how to start a business and what it means to be an entrepreneur.

Materials Needed

- Lesson 1 Slides
- Post-it-notes (for Wonder Wall)
- STEMterprise Pledge (one per business group, optional)



Time Frame: 40 min

Curriculum Expectations

- Transferable Skills: Innovation, Creativity, and Entrepreneurship
 - develop concepts, ideas, or products for the purpose of contributing innovative solutions to economic, social, and environmental problems
 - demonstrate leadership, initiative, imagination, creativity, spontaneity, and ingenuity
- Ontario Science & Technology Curriculum Strand B Life Systems
 - B1.1. Begin to consider ways in which plants are important
- Agriculture/Agri-Food Themes
 - Begin to understand where food comes from

Media Links (embedded in the slides)

- [What does it mean to be an Entrepreneur?](#) Read-Aloud

Presentation Notes

Slide 6: The Challenge!

Set the scene: Ontario children are bored with their current snack choices. They need an exciting, innovative new option. In this project, they will design a brand-new granola bar to fuel our bodies for learning!

Explain: Students will learn how to set up a granola bar business. Perhaps they will grow up to become entrepreneurs with businesses of their own!

Step One is to become a plant expert specializing in grain.

Video:

[What does it mean to be an Entrepreneur?](#) Read-Aloud



<p>Slide 7: STEMterprise Students</p>	<p>Explain to students that they are one of hundreds across Ontario doing the challenge!</p> <p><i>Tip: Hype up the project by giving students a sense of what they will get to do.</i></p>
<p>Slide 9: STEMterprise PLEDGE</p>	<p>Today I will do my best to be MY best.</p> <ul style="list-style-type: none"> • I promise my business group and myself to use my curiosity to be innovative. • I am ready to experiment with new learning and share ideas with my group. • I won't give up. • If I fail, I will use what I learned to help the group reach our goal. <p>You may wish to print the pledge and have students sign them, then post them around the classroom or in their business group folder as a reminder.</p>
<p>Slide 10: What is an Entrepreneur?</p>	<p>You will get to become an entrepreneur! Has anyone heard that word before? What do we think that might mean?</p> <p>Let's read a book to learn about what being an entrepreneur is all about.</p> <p>https://www.youtube.com/watch?v=ZhJ0aV0nC_Y</p>



<p>Slide 11/12: Character Traits</p>	<p>An entrepreneur is someone who starts a new business. Do you know any entrepreneurs? (class discussion)</p> <p>What are the characteristic of a successful entrepreneur? (class discussion)</p> <p><i>Tip! Use this slide to record the class discussion.</i></p> <p><i>Hints: Determination, Self-discipline, Self-awareness, Curiosity, Optimism, Passion, Decisive, Flexibility and adaptability, Willingness to take risks, Unafraid of failure, Innovative, Focused</i></p>
<p>Slide 13: Wonder Wall</p>	<p>One of the first steps of starting a business is to ask a lot of questions and to research and learn as much as you can about the product you are going to create.</p> <p>Ask students to consider what they would like to know granola bars and where their ingredients come from.</p> <p>Ask them to write down their question(s) and add it to the Wonder Wall or in their notebooks. Explain that we will answer their questions during the project.</p> <p><i>Hint: Encourage students to begin thinking about where their food/ ingredients come from and the multiple aspects of starting up a business (brands, logos, pricing, market, competition, etc.)</i></p>
<p>Slide 15: Check In - What's Next?</p>	<p>Stage 2: Starting a Business</p> <ul style="list-style-type: none"> • Lesson 1: Analyzing the Competition • Lesson 2: Customer, Business Name and Logo

Assessment Resources. Coming soon!

Please check the STEMterprise webpage at <https://goodineverygrain.ca/ontario-farming-stemterprise/>



STEMterprise Pledge

Today I will do my best to be MY best.

- I promise my business group and myself to use my curiosity to be innovative.
- I am ready to experiment with new learning and share ideas with my group.
- I won't give up.
- If I fail, I will use what I learned to help the group reach our goal.

Business Team Signatures

Date: _____

Congratulations! Keep this pledge safe by placing it inside of your business folder.