



STAGE 07: SHOWCASE YOUR BUSINESS

In this final stage of STEMterprise, students will have the opportunity to showcase their business. There are several options to do this, whether your students baked granola bars or not.

Educators from across the province have been sharing their approaches and we've condensed them into three recommendations.

SHOWCASE RECOMMENDATIONS

- **Bake Sale** (with play money)
- **STEM Den** (similar to Dragon's Den with awards)
- **Business Showcase** (using a voting system).

We have provided these options to give you ideas. But we know you may have other ideas and we would love to hear what works for your class!

Let us know how you wrapped up the project by sharing your feedback with us. We will enter you to win a \$250 Amazon gift card (drawn on June 27, 2025). <https://www.surveymonkey.com/r/VRPVR52>

Thank you for bringing STEMterprise into your classroom!





Approach #1: Bake Sale (with play money)

This was the original recommendation for STEMterprise. If your school allows baking and tasting, this might be the approach for you!

Many schools do not allow bake sales, so teachers are creating a mock bake sale environment using play money. They are finding the same great learning is happening without the exchange of any real money.

- This is an excellent opportunity to invite parents, caregivers, and prominent people to the school to hear about the learning and buy products. Children from other grades could also be invited.
- The sale can be done with play money to avoid any concerns with actually using money.
- If you use real money:
 - o profits can be donated to a non-profit (often education or food-related)
 - o profits can fund the STEMterprise project for the following year of grade 3 students (pay it forward).

How it works:

1. Students set the classroom up as a “farm store.” Each table should represent a farm store with students’ advertising and photos of the products clearly displayed.
2. Have examples of the students’ projects for visitors to read. Their work could be presented in notebooks, as a poster, or as a portfolio.
3. In advance, teachers model the method they would like students to use for calculating change. Distribute play money and split the class in half so they can practise being the customer and seller.
4. Students have the opportunity to calculate change. This should be practised in advance.

Materials Required:

- STEMterprise work completed and ready for presentation
- Play money or small float of real coins for giving change to customers

Resources (to be found under Stage 7 materials on

<https://goodineverygrain.ca/ontario-farming-stemterprise/>)

- Bake Sale Resources
 - Project Checklist
 - Bake Sale Slides
 - Student Award Certificates (optional)
 - Business Decision Log (optional)





Approach #2: STEM Den Approach

Educators are having great success wrapping up their STEMterprise project with a scaled down *Dragons' Den* approach called STEM Den, and they have shared many great resources. This approach gives students an opportunity to make a pitch to "investors."

- This is an excellent option to wrap up the project that avoids the need for a "bake sale"
- It can be done successfully without actually baking the granola bars and could all be done based on business planning and prototypes.
- Students are given the opportunity to practise the skill of making persuasive presentations

How it works:

1. It's best to decide how you will wrap up the project and share this with students at the onset of the project.
2. Consider watching an episode of *Dragons' Den* with your students. Discuss what makes the successful pitches different from the unsuccessful pitches. Highlight how the applicants share their ideas rather than what they think of the quality of the ideas.
3. Discuss persuasive strategies, using facts and logic, emotion, and testimonials from respected and trustworthy people.
4. Have students complete the STEMterprise project.
5. If you are baking the granola bars, bake and package them in advance of the STEM Den event. Consider putting together sample bags.
6. Invite a group of "Dragons" to the event - consider school staff, people in the community, older students.
7. Provide students with a script (see resources) and time to practise their pitches.
8. On the day of the event, business groups will get their opportunity to "pitch" to the Dragons. Students can watch the presentations.
9. The Dragons will make their decisions and provide awards (see resources)

Materials Required:

- STEMterprise work completed and ready for presentation
- 3-5 adults to play the role of the "Dragons"

Resources (to be found under Stage 7 materials on <https://goodineverygrain.ca/ontario-farming-stemterprise/>)

- STEM Den Resources
 - Project Checklist
 - STEM Den Script
 - Student Award Certificates (optional)
 - Business Decision Log (optional)

COMMUNICATION
for a great pitch and presentation
Awarded to: _____

CRITICAL THINKING
for clearly sharing the cost and challenges of your business
Awarded to: _____

STEMterprise

Progress Checklist
These are all the tasks that each business group needs to complete to be ready to launch their product.

Team and business introduction

- ☐ Logo
- ☐ Shopname/brand
- ☐ Picture of product

Who is your target customer: _____

Recipe

- ☐ Ingredient list
- ☐ Directions
- ☐ Ingredient benefits (i.e. health, local foods)

Advertise

- ☐ Poster, or
- ☐ Digital Poster, or
- ☐ TV (video) ad
- ☐ Radio (audio)

Costs

- ☐ To make your bar
- ☐ Selling price
- ☐ Profit
- ☐ What will you do with your profit?

☐ **Granola bar packaging**

☐ Other ideas you might have... _____

Our Team includes: _____

Our Business Name is: _____

Our slogan (motto) is: _____

Have decided on a logo (that's not our answer)

- ☐ Yes
- ☐ Not yet

Why Bar Food? Answer preference is body mark only:

- ☐ honey
- ☐ chocolate
- ☐ taste
- ☐ else
- ☐ no butter
- ☐ other

6. Our second Granola Bar taste preference is body mark only:

- ☐ a. honey
- ☐ b. cinnamon
- ☐ c. maple
- ☐ d. apple
- ☐ e. soy butter
- ☐ f. other

7. Our Granola Bar spread adds to preference to keep make cost:

- ☐ a. none
- ☐ b. chocolate chips
- ☐ c. caramel
- ☐ d. cookie dough
- ☐ e. marshmallow
- ☐ f. other

8. Our Granola Bar fruit preference #1:

- ☐ a. raisin
- ☐ b. strawberry
- ☐ c. apple
- ☐ d. apricot
- ☐ e. banana
- ☐ f. mango
- ☐ g. peach
- ☐ h. pineapple
- ☐ i. grape
- ☐ j. dragon fruit
- ☐ k. coconut
- ☐ l. cherry
- ☐ m. other

9. Our second Granola Bar fruit preference #1:

- ☐ a. raisin
- ☐ b. strawberry
- ☐ c. apple
- ☐ d. apricot
- ☐ e. banana
- ☐ f. mango
- ☐ g. peach
- ☐ h. pineapple
- ☐ i. grape
- ☐ j. dragon fruit
- ☐ k. coconut
- ☐ l. cherry
- ☐ m. other



Approach #3: Business Showcase with Voting System

We've had educators come up with very creative ways of wrapping up the STEMterprise project! A teacher in Waterloo developed this voting system, which was a huge success (and avoided the need for a bake sale).

- It is a great option for schools that are not allowed to "sell" but would like to have others taste their granola bars.
- This could be easily modified to remove the tasting and allow voters to rate on look and marketing/business presentation.
- The voting system is flexible and can encompass all the work students put into their projects.

How it works:

- Students complete the STEMterprise project (baking is optional)
- Parents and caregivers (or other adults) are invited to come view, taste test, and vote on the students' granola bar companies.
- Visitors are provided a voting card and asked to rate each group individually from 1-10 on the following categories: looks, taste, marketing.
- Votes are tallied followed by a celebration of the best in each category and overall

Materials Required:

- STEMterprise work completed and ready for presentation
- Table cloths
- Printed photos of the whole bar (shape, overall look)

Resources: (to be found under Stage 7 materials on <https://goodineverygrain.ca/ontario-farming-stemterprise/>)

- Business Showcase Resources
 - Project Checklist
 - Student Award Certificates (optional)
 - Business Decision Log (optional)
- Business Showcase Voting Resources (Voting Resources can be edited to fit your classrooms needs)



REMINDER! We would love to share your ideas and approaches with other teachers using STEMterprise. Please share your feedback here by June 27, 2025 and we'll enter you into a draw to win a \$250 Amazon gift card.