



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
- [Introducing STEMterprise!](#) Video

Presentation Notes

<p>Slide 5: The Challenge!</p>	<p>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!</p> <p>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!</p> <p>Video: Introducing STEMterprise! What does it mean to be an Entrepreneur? Read-Aloud</p>
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**Slide 7:
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.

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.

**Slide 8:
What is an
Entrepreneur?**

You will get to become an entrepreneur! Has anyone heard that word before? What do we think that might mean?

Let's read a book to learn about what being an entrepreneur is all about.

https://www.youtube.com/watch?v=ZhJOaVOnC_Y



<p>Slide 9/10: 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 11: 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 13: 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

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Business Team Signatures

Date: _____

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