



STAGE 1

STARTING A BUSINESS

Kick off the pizza challenge and start thinking like entrepreneurs!

Lesson 1 • THE CHALLENGE

Overview

Introduce students to the pizza business challenge. They begin thinking like **entrepreneurs** as they generate ideas for their own pizza company.

Learning Goals

- Learn about the Pizza Challenge!
 - Understand what an entrepreneur is and what character traits are important for their success.
 - Think about what we need to learn to be successful in our businesses.
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Materials Needed

- [Stage 1 Lesson 1 Teaching Slides](#)
- [Student Resource Packet](#) (all lessons, printable)
- [STEMterprise Deliverables Tracker](#)
- [Parent Sample Letter Home](#)
- Videos:
 - [Students: Are you ready for your own pizza business?](#)
 - [Entrepreneur](#)
 - [What is an entrepreneur?](#)
- [Canadian Entrepreneurs Slides](#)
- [Canadian Entrepreneur Summary Table](#)
- [STEMterprise Pledge](#)

Teachers' Notes

This lesson works well with a partner, group, and whole-class discussion. Students do not yet need to be in their business groups.

Time Frame: 50 min

This lesson is designed to take approximately **50 minutes**. If you have less time, remove the video on slide 10 and discuss character traits based on the video on slide 8. This timing excludes the Career Connection.

Career Connection

There is an optional Career Connection at the end of this and all lesson slides and the [Career Connections Slides](#) can be found at this link.

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

Language

- B2.2 understanding a variety of words; acquire and use vocabulary explicitly taught
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STEMterprise References for Educators

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

Video Links

- [Ontario Farming STEMterprise: Grade 5 Pizza Shop Business](#)
- [Students: Are you ready for your own pizza business?](#)

STEMterprise Teacher Support Resources

- [Ontario Farming Grade 5 Educator Information Packet](#)
- [STEMterprise Grade 5 Assessment Planning](#)
- [Project Overview](#)
- [Combined Grade Activities](#)
- [Career Connections Slides](#)
- [Coding Connections Slides](#)
- [Good in Every Classroom Education Blog](#)
- [Good in Every Classroom Newsletter Sign-Up](#)

Stage 1 | Lesson 1: The Challenge

Slide 5: Business Connection	This Business Connection slide is intended to get kids thinking about the learning ahead as it specifically relates to their pizza business. Encourage the students to make early connections about the learning goals and the connection to their business. At this initial stage of STEMterprise, students may not have any ideas to share yet. This can be a question for them to consider at this point. This question will come up in each lesson and they can make these connections further into the project. The simple signposts along the bottom give students a sense of where they are on their learning journey. You can note the number of stages and which lesson you're on in that particular stage.
Slide 6: The Challenge	The Challenge! This slide is to review the pizza challenge for students. Play the video with the students. Ask them to share what they understand they will be doing. Set the scene: Ontario children (and teachers) are bored with their current school lunch choices. They need an exciting, innovative new option. In this project, they will design a brand-new pizza lunch to fuel our bodies for learning! Review: We are learning how to set up a pizza business. Perhaps you will grow up to become entrepreneurs with businesses of your own! Students: Are you ready for your own pizza business? (1:07)
Slide 7: Minds ON!	Students brainstorm ideas with their elbow partner about what makes a good restaurant—things like service, food, healthy options, pleasant atmosphere, etc.
Slide 8: What is an entrepreneur?	Link to video: Entrepreneur (video will play via link on YouTube). What is an entrepreneur? Spend some time breaking apart the word entrepreneur Meaning: An <i>entrepreneur</i> is someone who starts and runs a business. They come up with new ideas, make plans, and take risks in the hopes of making money or helping people. For example, a person who opens a new store or creates a new app could be an entrepreneur.

	Prefix: "Entre-": This part of the word comes from the French word <i>entre</i>, which means "between" or "among." It means that the entrepreneur is someone who <i>takes on</i> or <i>undertakes</i> a task, like starting a business Root: "Preneur": This part comes from the French verb <i>prendre</i>, which means "to take." So, an entrepreneur is someone who "takes on" a big job or challenge, like starting a company.
Slide 9: Guess the Entrepreneur	Give students some time to use the emojis and figure out who the entrepreneur is or even if they can come up with the brand or company. Go through the answers with the students. What product or service do they sell? These businesses all started from someone's idea, and have grown to become extremely successful around the world! Answer: 1. Amazon 2. Burger King 3. Nike Do you know someone in your community or family who started a business?
Slide 10: What will help you become a great entrepreneur?	Link to video: What is an Entrepreneur? How do you become a great entrepreneur? Let's watch this video to find out a little more!
Slide 11: Character traits	We heard in the video some characteristics of a successful entrepreneur. Discuss what some of these words mean, and see if students can give an example. Can they think of someone (possibly a classmate) who displays each characteristic?
Slide 12: Examples of entrepreneurs	Allow 15 minutes for this activity. This activity can be found in the Canadian Entrepreneurs slides. Students will get to know some entrepreneurs and their stories. They will read the biographies (summarized) of the entrepreneurs, and then fill in the chart found on slide 5.

	Discuss as a class - what are character traits of successful entrepreneurs? <i>A few ideas might include:</i> has drive, confidence, perseverance, positive attitude, patience, bravery, a growth mindset, flexibility, and dedication; is hard-working, committed, responsible, passionate, and organized; and accepts failure, adapts to situations, and does not cut corners Have students fill in the summary table. A worksheet has also been provided for students: Canadian Entrepreneur Summary Table.
Slide 13: Wrap Up	Consider breaking students into small groups, each with their own question to answer. Set a timer (10 min?). When the timer goes off, engage in a carousel activity where each group travels around to look at other groups' responses.
Slide 14: What's Next?	The "What's Next?" slide is intended to be flexible and may be customized or filled in by teachers based on their classroom needs, pacing, and next steps.
Slide 16: Career Connection	Link to video: LTS link for Baking Entrepreneur Resource: Click AgScape CEO Use this slide as a discussion starter to explore entrepreneurship and careers in a fun, interactive way. • Ask students: "What career do you think this person has?" • Read the clues aloud (or have students read them) • Have students turn and talk or make a quick guess Then: • Play the video to reveal the entrepreneur • Discuss: ○ What surprised you? ○ Did this person match your expectations?