



STAGE 1

STARTING A BUSINESS

Kick off the pizza challenge and start thinking like entrepreneurs!

Lesson 2 • PIZZA BUSINESS

Overview

The main objective of this lesson is for students to develop a basic business vocabulary and then begin generating ideas for their pizza business.

Learning Goals

- Students will learn basic business vocabulary, what a product value is, and how to decide what value(s) they might like to add to their products.
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Materials Needed

- [Stage 1 Lesson 2 Teaching Slides](#)
 - [Student Resource Packet](#) (all lessons, printable)
 - [STEMterprise Deliverables Tracker](#)
 - [Discussion Prompts](#) (optional, as teacher reference)
 - [Fast Food Restaurants Case Studies](#) and [Fast Food Restaurants Venn Diagram](#)
 - [Pizza Shop Business Planning Booklet \(Google Doc\)](#)
 - [STEMterprise Grade 5 Vocabulary](#) (optional)
 - [Jeopardy](#) (optional)
 - Create a “Things to Consider” chart for students to post thoughts along the way
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Teachers’ Notes

This lesson is a good point to assign students into business groups (3–4 students per group is recommended). Students will work collaboratively in their groups to develop ideas for their pizza business.

Student Resources can be found and used individually during each lesson and stage or as a single doc for the STEMterprise project. You may choose to print a student booklet and should consider reviewing this [Student Resource Packet](#) doc as an option.

Note: The [Pizza Shop Business Planning Booklet](#) referenced in this lesson is not included in this resource and should be printed separately.

Additional Vocabulary Resources have also been developed for optional use. Check out our [STEMterprise Grade 5 Vocabulary](#) list and a [Jeopardy](#) game using similar vocab.



Tip! If you anticipate having students complete their work on paper, consider using folders to keep their work together. Using one coloured folder per business group will help identify the groups until they decide on business names.

Digital tools such as Canva and Book Creator can also work well for this project. However, many educators enjoy using this as an opportunity to return to hands-on, paper-based learning and collaboration.

Time Frame: 45-50 min

This lesson is designed to take approximately 50 minutes. If students move through the lesson quickly, consider using the additional vocabulary resources as an extension activity.

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. Career: Loan Officer

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

C1.3 Recognize text patterns such as compare and contrast, and text features associated with text forms; explain how they help readers understand the meaning

Agriculture/Agri-Food Themes

- Begin to understand where food comes from and that farms are businesses

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 2: Pizza Business

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!	This slide is to review the pizza challenge for students. 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 their 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. Step one is to understand what an entrepreneur is. Who remembers what an entrepreneur is? They are people who start businesses that offer services or products to their customers. They are agents of change. They see needs, wants, or problems as challenges to overcome, and they want to be part of the solution. They want to help solve problems. The problem we will be trying to solve is how to provide a great, healthy, and tasty lunch for kids and teachers! Are we hoping to meet a need, want, or to solve a problem? Perhaps all three!
Slide 7: Pizza Business Ideas	It's time to start thinking about pizza. Tell Students - The first lesson was learning about being an entrepreneur. This lesson is about deciding what kind of business we want to start up. We need to ask ourselves lots of questions. You're going to have lots of ideas before deciding on your final idea. When you ideate, there are no wrong ideas! The important thing is to consider all possible ideas so that you can see which ones you like best. One wacky idea may lead to another and another and finally to the one you like best, so don't hold back when you're brainstorming.

	This is the time to be creative! Note to Teachers - This activity can work well in partners, groups or even in business groups. You may find that it's too early to shift into business groups. Students can record their answers on a sticky note and post them to a whole-class poster board titled "Pizza Business Ideas". Tip! If your class needs some help getting started, refer to the Discussion Prompts doc for additional questions.
Slide 8: Product	Introduce/review the terms product and competitor.
Slide 9: Competitors	Note: the Burger King vs McDonald's and Domino's vs Boston Pizza articles are on separate tabs on the same document, Fast Food Restaurants Case Studies .
Slide 10: Product Values	Tell students - Now that you've got lots of ideas about your business, we're going to narrow down your options to what you would <i>most</i> like to do with <i>your</i> pizza shop. Your product is pizza. A product value is the most important thing about the product that makes it unique, or makes people want to buy it. For example, if your product is a car, the product value could be that it's affordable, or that it's beautiful, or drives smoothly, or is good on gas. What else? (goes fast, is safe, won't need repairs, etc.) What are some values people might look for in a pizza shop? Brainstorm here, and see the next slide for some ideas. (the next slide provides some examples)
Slide 11: Product Values	Tell Students - There are lots of important product values, but it's often impossible to focus on all of them. Which one is the most important to YOU? Consider which one might be most important to your customers. (eg., parents might be happier to buy healthy pizza for their kids). This can be recorded on their business planning worksheet (next slide).
Slide 12: Business Planning (Activity)	Tell students - Now that you've come up with lots of ideas, you're going to start planning your business. Can anyone guess what a business plan might be? It is a plan that explains how you will make your business succeed. It can include a lot of different details and strategies to help you reach your end goal. It will include your

	business idea and name, target market, advertising ideas, what makes your product unique, and how you will cover your business costs. You won't finish your business plan today! Starting with your Pizza Shop Business Planning Booklet, you'll keep building out your business plan. This will be a working document. That means that you will keep coming back to it and adding to it and possibly making changes to it too. DO look at all of the areas on your business plan, so you can be thinking about them before we even get there. Today, however, you are going to focus on your product value (page 5). Write your decision and ideas on your business booklet. If you have time, you can begin to fill in the other areas of the planning worksheet. Note to educators: • There is no specific lesson in this project dedicated to logo or business name creation. This was covered in STEMterprise, Grade 3 (Granola Bar) project. You can access these lessons on our website - Grade 3 Granola Bar Project, Stage 2 Lesson 2. • You might consider providing one business plan booklet to <u>each student</u>. This would equip students to bring their own ideas to their business groups, once formed. • A hard copy of the template can be provided. Alternatively, you could use this online version of the Pizza Shop Business Planning Booklet which could be kept in a folder on their Google Drive. Optional Extension: You could have each group present their business concept to the class.
Slide 13: Wrap Up	Some teachers like to use this as an exit ticket, or a class discussion. You could consider having students complete this in a Google form.
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	Have students guess what the career is based on the descriptions in the boxes. Click this AgScape Loan Officer link for the career profile.

Connections	
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