



STAGE 1

STARTING A BUSINESS

Kick off the pizza challenge and start thinking like entrepreneurs!

Lesson 3 • INTRODUCTION TO MARKET RESEARCH

Overview

Students will consider the importance of market research in business planning in this lesson that will take approximately 50-60 minutes. This step will inform their Stage 3 survey development and data gathering about pizza preferences. Students will work with partners or in small groups for part of this lesson. Teachers may choose to have their students in business teams for this lesson.

Learning Goals

Students will:

- Work collaboratively in small groups to explore an example of a successful business and reflect on the market research they conducted
 - Discuss the purpose and benefits of conducting market research
 - Understand the next steps for conducting market research for their pizza business
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Materials Needed

- [Stage 1 Lesson 3 Teaching Slides](#)
 - [Student Resource Packet](#) (all lessons, printable)
 - [STEMterprise Deliverables Tracker](#)
 - [Market Research 3,2,1](#) (printable)
 - [Case Study Questions](#) (printable)
 - Videos:
 - [What is Market Research?](#)
 - [Pricing](#)
 - Case Study Links:
 - *Hope Blooms - Original Youtube [video link](#)*
 - <https://hopeblooms.ca/stories-bloom/dragons-den-pitch/>
 - <https://www.cbc.ca/kidsnews/post/biz-kids-this-girl-is-turning-traditional-indigenous-scarves-into-scrunchie>
 - *Biz Kids - Making Earrings and a Profit Too - BizKids - Original Youtube [video link](#)*
 - <https://www.cbc.ca/kidsnews/post/biz-kids-meet-4-brothers-who-created-life-sized-colouring-books>
 - [Check out Learning About Ag with Mady](#) - grain farmer
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Teachers' Notes

Consider arranging for students to meet or contact a pizza owner from your community to ask how market research impacts their pizza choices. Check out these [Questions for a Small Business Owner](#) from Let's Talk Science.

Time Frame: 50-60 min

This lesson is designed to take approximately 60 minutes. An additional Market Research Career Connection activity can be found at the end of the slides as an optional extension.

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: Digital Agriculture Consultant

Curriculum Expectations

Language

Strand A Literacy

A2.5 demonstrate an understanding of connections in texts

A2.6 select/use appropriate digital/media tools for design process; address real-world problems through innovation

A2.7 communicate and collaborate successfully with various communities

Strand B Foundations B1 Oral & Non-Verbal Communication

B1.1 use effective listening skills

B1.2 use a variety of listening strategies successfully

B1.3 identify purpose and audience in different contexts

B1.4 identify, use oral and non-verbal communication strategies

B1.5 able to create cohesive sentences for audience comprehension

Transferable Skills:

- Develop ideas
- Organize content
- Collaboration

Agriculture/Agri-Food:

- Promoting grain-based foods as part of a healthy diet
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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 3: Introduction to Market Research

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: Minds On!	Fun Fact: Ask students to consider the pizza fact: 61% of pizza eaters prefer regular thin-crust pizza over thicker-crust pizza. How would someone find this information? Would this fact be something for a pizza business to consider? Ask the question, "Have you ever wondered why some toys, snacks or games become really popular, while others don't?" This is where "market research" comes in. Companies do research to find out what people like, what they need, and what they might want to buy in the future. Show the short video about market research - ask students who would be the market size and target audience for a pizza business? Original What is Market Research YouTube link for video.
Slide 7 - 8 : What is Market Research? (Activity)	(15-20 minutes) What is Market Research Option 1 (Slide 7): 1. Teachers can give students the Market Research 3, 2, 1 to note what they learned and any questions they have. 2. Partner Read the BBC article: https://www.bbc.co.uk/bitesize/articles/z7ry46f#zv286rd 3. Use the 3, 2, 1 strategy when reading - noting 3 main ideas, 2 interesting things, 1 question What is Market Research Option 2 (Slide 8): 1. Teachers can give students the Market Research 3, 2, 1 to note what they learned and any questions they have. 2. Read Canada.ca web info:

	3. Watch video about Market Research (right of slide) - original Pricing YouTube link 4. Use the 3, 2, 1 strategy when reading - noting 3 main ideas, 2 interesting things, 1 question
Slide 9: Case Study	(15-20 minutes) Have students choose a case study from the provided list to read/watch and consider what market research would have been needed for their successful businesses. This could be a class discussion or use this document: Case Study Questions. Case Study links <i>Hope Blooms - Original Youtube video link</i> https://hopeblooms.ca/stories-bloom/dragons-den-pitch/ https://www.cbc.ca/kidsnews/post/biz-kids-this-girl-is-turning-traditional-indigenous-scarves-into-scrunchie <i>Biz Kids - Making Earrings and a Profit Too - BizKids - Original Youtube video link</i> https://www.cbc.ca/kidsnews/post/biz-kids-meet-4-brothers-who-created-life-sized-colouring-books Check out Learning About Ag with Mady - Grain Farmer
Slide 10: Wrap Up	Review the Market Research Process. Now is a great time to develop a THINGS TO CONSIDER chart for your class and review things they have learned. Provide students with sticky notes, one per business group or pair. Have them add one thing they need to remember (in relation to this lesson) as they develop their pizza business. You might consider asking the class “What things will we need to consider when planning our market research? (e.g., “target market”) before you write their sticky notes. Have a few students share answers with the class.
Slide 11: 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 12 - 13: Career Connection	Have students guess what the career is based on the descriptions in the boxes. Click the AgScape Digital Agriculture Consultant link for the career profile.

