

About This Module

Overview	In this Middle School/High School module, youth will walk through the design thinking process as they come up with original ideas for entrepreneurial ventures.
Guiding Questions*	<ul style="list-style-type: none"> • How do entrepreneurs use the design thinking process to launch new ventures? • What skills does an entrepreneur need? • How could the passions and the problems you care about in the world turn into an entrepreneurial project?
Culminating Activity	Youth will participate in a pitch contest to present their ideas and ask for feedback.
Session 1	The Power of Your Passion Youth are introduced to the basic concepts of entrepreneurship and how to turn one of their passions into an entrepreneurial project.
Session 2	Empathize With Your Target Market Youth identify the target market of their venture and work to empathize with their potential users.
Session 3	Ideate and Prototype Youth learn the concept of prototypes and will ideate and prototype ideas for their entrepreneurial projects.
Session 4	Prepare and Practice Your Pitch Individuals or groups will build and practice a five-minute presentation about their entrepreneurial venture in preparation for the pitch contest.
Session 5	Pitch Contest Youth present their pitches for their entrepreneurial ventures and give each other feedback.

*Guiding questions are not specifically asked in the sessions themselves, but are meant to guide your preparation and facilitation. Keep these questions top of mind so you can help youth make connections and capture key takeaways relating to the topic.

Key Terms

Word	Definition
Passion	A strong, enthusiastic love of something; a passion could be something that challenges you, intrigues you, or motivates you.
Entrepreneurship	Creating an original business or venture.
Empathize	To understand and share in the feelings of someone else.
Target market	A specific group of consumers a product or service is designed for.
Ideate	To generate lots of ideas.
Prototype	To build out a simple version of an idea to give people a sense of how the real thing will work.
Pitch	A short, persuasive speech or presentation explaining the value of an entrepreneurial venture.
Persona	A profile of a fake person who represents your target market.

Supplies

Facilitator Needs	1	Whiteboard, flipchart paper or sheets of paper taped to a wall
	1	Projector to show pitch presentations (optional)
Each Group Needs	1	Art supplies for prototyping (paper, markers, tape, etc.)
		Access to computer or paper
		Prizes for winning group (optional)
Each Member Needs	½ Pack	Sticky notes
	1	Pen, marker or something to write with

Extension Activities

- This module introduces youth to the design thinking process and culminates in youth presenting their entrepreneurial pitch. If interested in expanding on these projects and supporting youth to bring their ventures to life, staff could facilitate Money Matters to teach financial literacy and budgeting or Media Making to teach design principles and web design.
- Assign each group a volunteer coach with business experience, and ask that coach to support the group as they walk through each stage of the process. Volunteers can also serve on the judges panel for the pitch contest in Session 5.
- Encourage interested groups to explore the [BUILD.org Design Challenge](https://designchallenge.build.org) (designchallenge.build.org).
- Invite local entrepreneurs to come to the Club and share their story. Ask them questions related to the activities youth are doing, such as:
 - Who is your target market? How do you empathize with your target market?
 - How did you define the goal of your venture? What problem are you solving?
 - When you were coming up with ideas for your venture, what were some of the ideas you got excited about? What were some of the ideas you didn't pursue?
 - Did you have a prototype or a small way to get started and prove your concept worked?
 - How did you test out your idea and get feedback? What changes have you made based on input from others?

Career Connections

- In this module, youth learn about the career opportunities available from entrepreneurship. They also learn about related fields such as business, marketing, design and public speaking.

MyFuture

If your Club or Youth Center wants to connect the sessions with activities on MyFuture, we recommend:

- **Money Matters:** Youth learn about financial literacy and budgeting.
- **Media Making:** Youth learn about design principles and create a website.

Family and Caregiver Engagement

On-site:

- Invite families to join the pitch contest and listen to the entrepreneurial ventures youth brainstormed.
- Invite caregivers who have their own businesses to visit and share about their experiences.

At home:

- Watch a few episodes of “Shark Tank” and ask youth what they think of the business ideas presented. Ask them to share some of their own ideas.
- Browse the site quirky.com to see some of the unique products people have proposed.

Note to Facilitator

This is a project-based module with each session building on the previous session. If new youth want to join after Session 1, encourage them to join an existing group.