Lesson 1: Starting the Business Model Canvas

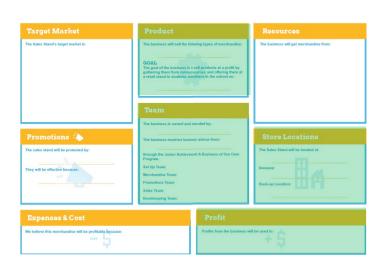


GOALS

- ✓ Explain what a business is
- ✓ Learn about the Business Model Canvas
- ✓ Learn about the Sales Day
- / Form teams and responsibilities

WORK TO ASSIGN

Complete the Profit, Team and Product section of the Business Model Canvas
Decide on profit allocation
Assign tasks and responsibilities
Choose product idea and confirm cost



CORE ACTIVITIES								
1. Introduction + learn about the students	(15 minutes)							
2. What businesses do	(5 minutes)							
3. What is the Business Model Canvas	(5 minutes)							
4. Product	(5 minutes)							
5. Location	(5 minutes)							
6. Cost and profit	(5 minutes)							
7. Team time	(10 minutes)							
8. Review & Conclusion	(5 minutes)							

Lesson 3: Marketing and Promotions

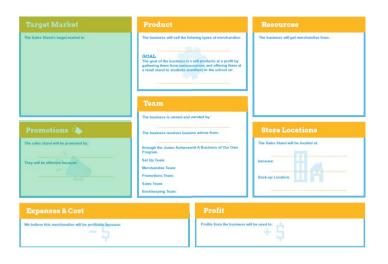


GOALS

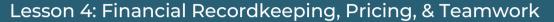
- ✓ Describe promotions as one type of marketing
- ✓ Identify potential target markets for retail business
- ✓ Identify potential methods and messages to promote Sales Stand

WORK TO ASSIGN

Choose business name and marketing message
Develop marketing materials and produce packaging
Begin advertising 1-2 weeks before
Complete target market section of Business Model Canvas



CORE ACTIVITIES	
1. Review assignments "due for lesson 3"	(5 minutes)
2. Marketing and promotion	(10 minutes)
3. Promoting the Sales Stand	(10 minutes)
4. Marketing message	(10 minutes)
5. Team time	(10 minutes)
6. Review & conclusion	(5 minutes)





GOALS

- ✓ Explore why financial records are useful and must be kept
- ✓ Create and review an income and expenses projection
- ✓ Set realistic and balanced prices
- Create a cash receipt and track inventory
- ✓ Learn customer service and effective sales tips

WORK TO ASSIGN

Complete production + packaging of all products Complete all marketing materials and promotions Confirm all product pricing Confirm responsibilities on Sales Day Confirm materials for Sales Day Work with teacher to finalize details of Sales Day



CORE ACTIVITIES							
1. Review assignments "due for class 4"	(5 minutes)						
2. Recordkeeping	(10 minutes)						
3. Pricing and income	(15 minutes)						
4 Sales records	(10 minutes)						
5. Team time	(15 minutes)						
6. Review and conclusion	(15 minutes)						

Lesson 5: Review



GOALS

- ✓ Review financial projections versus final reports
- ✓ Explore difference between Business Model Canvas and business operations
- ✓ Review successes and challenges of the Sales Day
- ✓ Review teamwork successes and challenges

SALES DAY NOTES AND COMMENTS:

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1. Introduction (5 minutes)

2. Financial report (10 minutes)

3. Business Model Canvas review (10 minutes)

4. Running a retail business (5 minutes)

5. Allocating profits (5 minutes)

6. Conclusion and recognition (10 minutes)