












MODULE	Introduction
TITLE	Kickstarting your Kidpreneur Journey and Introduction to Design Thinking
TIME (approx.)	60 Min
OUTCOMES	Students will: <ul style="list-style-type: none"> • Be inspired and ignite the entrepreneur spirit • Be inspired with real entrepreneur stories • Be introduced to key entrepreneurship concepts – business, entrepreneur, products, Kidpreneur; • Be introduced to the Design Thinking process; Empathise, Define, Ideation, Prototype and Test. • Be introduced to the Challenge set and keep track of their ideas.
KEYWORD	ENTREPRENEUR, PRODUCTS, SERVICES, KIDPRENEUR; DESIGN THINKING; IDEATION
VIDEO	MODULE INTRO - Welcome to the Club Presented by: Creel Price, Kidpreneur Patron
ADDITIONAL RESOURCES	<ul style="list-style-type: none"> • Worksheets – Kidpreneur Challenge Idea Generation Brief; Idea Generation • Kidpreneur Challenge Display Board • Post-it notes • Prepared headings of different types of businesses: Retail, Manufacturing, online etc (see Tips and Supplementary Educator Resources. • Prepared headings and definition of the Design Thinking process.

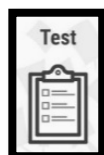
 KIDPRENEUR ACTIVITY	 EDUCATOR NOTES
 WATCH VIDEOS MODULE INTRO - Welcome to the Club Presented by: Creel Price, Kidpreneur Patron <i>(Note: As inspiration for the children you could show them some of the previous Kidpreneur Challenge winners pitch videos and videos of Kidpreneur Adventure activities and market days etc. You will find these online in your KidChall toolkit)</i>	DISCUSSION NOTES <i>Pose general questions about being an entrepreneur and the Kidpreneur Challenge</i> <ol style="list-style-type: none"> 1. How does watching this video about young people starting their businesses make you feel? 2. What are you passionate about and why do you think it is important to start with something you are interested in? 3. Why do you think people start a business? 4. How do you think people start their own business? 5. When do you think it would be a good time to start your own business? Why? 6. Why do you think Creel Price started Kidpreneur?
1. WHAT IS AN ENTREPRENEUR?  THINK, PAIR, SHARE ACTIVITY	DISCUSSION NOTES An Entrepreneur is a person who starts their own business. There are two main types of entrepreneurs:



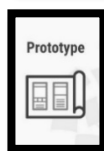
<ul style="list-style-type: none"> What is an entrepreneur? 	<ol style="list-style-type: none"> Business Owners start one business and continue to run the business for a long time. Serial Entrepreneurs start a business with the intention to grow it to a certain size and then sell it so that they can then go and start a different business to do the same again.
<p>2. NAME SOME HIGH-PROFILE ENTREPRENEURS AND THEIR BUSINESSES.</p> <p> WRITTEN ACTIVITY</p> <ul style="list-style-type: none"> Name three high profile entrepreneurs and what product or service they are offering. Write responses on post-it notes 	<p>ACTIVITY NOTES</p> <p>High Profile Entrepreneurs</p> <p>In the past 10 years, there have been many high-profile entrepreneurs who have created highly innovative “unicorn” businesses (a start-up company valued at over \$1 billion) that the Kidpreneurs may have heard of:</p> <ul style="list-style-type: none"> Mark Zuckerberg – Facebook Evan Spiegel – Snapchat Scott Farquhar and Mike Cannon-Brookes – Atlassian Melanie Perkins - Canva Sarah Blakely – Spanx Michelle Phan – Lpsy Holly Liu – Kabam Elon Musk - Tesla <p><i>If your Kidpreneurs are unable to name any entrepreneurs, we recommend that this could be assigned as a short homework piece for the students to research entrepreneurs and their businesses.</i></p> <p>https://www.cbinsights.com/research-unicorn-companies</p> <p>http://www.inc.com/lisa-calhoun/top-10-female-founder-unicorns.html</p>
<p>3. NAME THREE BUSINESSES AND THE PRODUCTS THEY SELL</p> <p> WRITTEN ACTIVITY</p> <ul style="list-style-type: none"> Write responses on post it notes 	<p>ACTIVITY NOTES</p> <p>It is important to emphasise that not all entrepreneurs have to be unicorns. Chances are some Kidpreneurs will already know an entrepreneur in their family; friend group; community.</p> <p>It is important to distinguish between a business and other types of organisations e.g. charities or community organisations. These are most often not businesses, as they don’t sell things in exchange for money. Instead they fundraise or ask for grants or donations to make money to carry out some other purpose. (Note that if they do sell a product for a good cause, they are a social enterprise, which IS a business).</p> <p><i>If they cannot think of these then it could be set as a short homework piece to research and report back.</i></p>
<p>4. WHAT IS A BUSINESS?</p> <p> BRAINSTORM ACTIVITY</p> <ul style="list-style-type: none"> Think about what a business is and write a definition as a class group. 	<p>DISCUSSION NOTES</p> <p>A Business is manufacturing items, purchasing products or providing a service and selling them in exchange for money, to solve a problem or meet a need for a group of people.</p>



<p>5. WHAT ARE THE DIFFERENT TYPES OF BUSINESSES?</p> <ul style="list-style-type: none"> • Use the post-it notes above and classify them under headings. e.g. retail, service, manufacturing etc. • Are there any other businesses you could add? 	<p>ACTIVITY NOTES</p> <p>Place prepared headings of different types of business on the board.</p> <p>There are different types of businesses depending on what they sell or how they sell it. A business can be a few different types of businesses at the same time. The combination of these types is called the Business Model. For example, a business model could be a 'Not-for-profit, Online, Retail business'. See Tips and Additional resources for more detail on major business types.</p>
<p>6. WHAT IS THE PURPOSE OF A BUSINESS?</p> <p> THINK, PAIR, SHARE ACTIVITY</p> <ul style="list-style-type: none"> • Think, pair, share examples with the class. • Write different businesses on post-it notes and see if the Kidpreneurs can determine what problem it is solving or what customer groups' want / need it is meeting. 	<p>DISCUSSION NOTES</p> <p>There are several reasons why an entrepreneur would start a business. These include:</p> <ul style="list-style-type: none"> • To turn a passion into a product e.g. A person passionate about animals starts a pet shop business • To fill a need or solve a problem for someone E.g. Start a business which helps people eat healthy food by designing fun fruit products in the shape of cupcakes. Start a business which helps homeless people to get food and a place to sleep. • To fill a 'gap in the market' E.g. No one yet sells vegetables that taste like chocolate, so create this product for kids. • To fund a cause. E.g. Sell water bottles to raise money to build water wells in developing countries. • To provide employment E.g. Start a hairdressing business to train and employ people in your local area who find it hard to get jobs. • Just for the fun of starting a business to grow it big and sell it to someone so you can start again with a new business idea.
<p>7. WHAT IS A PRODUCT?</p> <p> BRAINSTORM ACTIVITY</p> <ul style="list-style-type: none"> • Brainstorm different products • Write a definition of a product and add this to your display 	<p>ACTIVITY NOTES</p> <p>A product is the thing that a business sells in exchange for money.</p> <ul style="list-style-type: none"> • A product will always solve a problem or meet a need for a group of customers. • A product may take two forms. It is either a GOOD or a SERVICE. • A product that is a good is a physical item the customer can touch. • A product that is a service is when the business performs an action for the customer e.g. babysitting, window cleaning etc. <p><i>Kidpreneurs are encouraged spend no more than \$25 to build a business that sells either a good or a service. The \$25 can be used to purchase items to make a product e.g. greeting cards or it can be used to purchase items that will help perform a service e.g. purchase beads to braid into the customers' hair, or face paint to do face painting.</i></p>
<p>8. HOW DOES A BUSINESS COME UP WITH AN IDEA/PRODUCT THAT WORKS?</p> <p>Work in pairs or small groups to arrange these in order. Discuss this order with your group and share your ideas with the class.</p>	<p>ACTIVITY NOTES</p> <p>This activity is just to give the Kidpreneurs an overview of the Design Thinking process. We will be exploring this process in more detail in Module 1.</p>



Ask the people in the community for their feedback on your solution to the need, want or problem. From this feedback Choose the best idea/product design you believe solves the problem.



Identify problems or needs in your community and ask people if it is a need, want or problem that needs solving.

Make an example product of the best product design to get feedback.



Choose one of these specific problems or needs the product will be designed to solve or meet a need.



Brainstorm a range of possible design solutions to solve the problem or meet this want/need.

Add this to your Kidpreneur Challenge Display.

Note: For this module we will only be focussing on empathise and define. Module 1 will look at innovation and ideation; Module 2 will look at Product design, prototyping and testing.

Display the 5 stages of Design Thinking with/or without a definition and ask the students to put them in order and explain why they have put them in that order.

DESIGN THINKING is a process of designing a product to solve a problem or meet a need. The process starts with the customer's wants, needs or problems and works backwards to design a product that solves that problem or meets that need.



1. **Empathise** - Speak to customers and find out what their wants, needs and preferences are. This is called 'market research'.
2. **Define** - Choose one of these specific problems or needs the product will be designed to solve or meet a need.
3. **Ideate** - Brainstorm a range of possible design solutions to solve the problem or meet this want/need. (The product doesn't have to address the entire problem just one aspect of it.)
4. **Prototype** Make an example product or 'prototype' of the best product design to get feedback.
5. **Test** Conduct more 'market research' to get feedback from the target market on the prototype.

See **Tips and Supplementary Educator Resources** for headings and definitions.

9. WHAT IS A PRODUCT THAT HAS BEEN DEVELOPED TO SOLVE A PROBLEM?



BRAINSTORM ACTIVITY

Ask the students to brainstorm answers / solutions to the following:

1. What are some products that have been developed to solve every day problems?

ACTIVITY NOTES



Preparation

Write up some problems that have led to products being developed.

Discussion starters answers:

- **Problem:** Some people work long hours and don't have enough time to walk their dog. **Solution:** A dog walking/ pet minding service for the local area.
- **Problem:** Glasses of water are difficult to carry around when playing sport. **Solution:** A drink bottle that is easy for you to carry and doesn't spill.



<p>2. What are some significant life problems that a product solves for the customer:</p>	<ul style="list-style-type: none"> • Problem: Large computers were heavy to carry around particularly when you are travelling. Solution: Laptops, tablets and smart phones were designed to make it easier to stay connected on the move. • Problem: People lose their phone, wallet and keys when they come home? Solution: A wallet that includes space for your phone, keys, cards and change. • Problem: People need refreshing and hydrating on a hot day. Solution: Create a lemonade stand and sell at the local markets. • Problem: People in the developing world get very sick from breathing the toxic fumes from burning kerosene lamps in their houses. Solution: Design a solar lamp for people's houses which charges off sunlight during the day. • Problem: Some people can't afford new textbooks for school. Solution: Students donate their old textbooks or sell them cheaply to those who need them.
<p>10. WHAT IS A KIDPRENEUR?</p>  <p>BRAINSTORM ACTIVITY</p> <ul style="list-style-type: none"> • Brainstorm what a Kidpreneur is. • Write a definition on your display. 	<p>DISCUSSION NOTES</p> <p>A Kidpreneur is a young person who starts their own business.</p> <p>Some of your students may have had their own businesses before. This could be anything from holding a bake sale or washing cars to regularly being paid pocket money to do a repeated task, or selling vegetables grown in their garden. If a student has previously sold a product or a service in exchange for money, they have had a business before.</p>
<p>11. Preparing for Module 1 – Generating Great Business Ideas.</p>  <p>KIDPRENEUR WORKSHEET ACTIVITY</p> <p>Carry the Idea Generator worksheet with you wherever you go over the coming days. Record any ideas you may have about the Challenge.</p>	<p>ACTIVITY NOTES</p> <p>Set the Challenge</p> <p>Read the letter to the Kidpreneurs. This challenge has been set by leading entrepreneurs. Stick this on the wall so it can be referred to at any time.</p> <p>This is the Empathise and Define stage of the process.</p> <p>Kidpreneurs use the “Ideas Generator” worksheet to record their ideas.</p>



TIPS AND SUPPLEMENTARY EDUCATOR RESOURCES

BUSINESS TYPE	DEFINITION
Retail	A business which buys finished goods from a supplier and sells them to the end user (e.g. clothing shops, supermarkets).
Manufacturing	A business which makes a product from scratch in order to sell it to a retail business or to the end customer. (e.g. car manufacturers)
Service	A business which provides a service to a customer instead of a physical product (e.g. window cleaning, real estate or babysitting). Students can perform a service at market/showcase day to earn money. E.g. Instead of making bracelets with paper beads, students can braid beads into customers' hair as a service. Or they can setup a fun game or competition where customers pay to participate.
Not-For-Profit	A business which doesn't make money for its owners. All the money it makes is given back to the business or to a specific cause. (E.g. like Kidpreneur Challenge). We encourage Kidpreneurs to donate their profit to a charity of choice or the school - therefore theirs is also a not-for-profit business.
Social Enterprise	An organisation that uses a business model of buying and selling goods or services to have a positive impact. There are 3 main types: 1. Sell a product that helps people. 2. Start a business that donates all profits to charity. 3. Start a business that employs people without jobs. <i>(More on social enterprise: http://www.abc.net.au/catapult/basics/s2554740.html)</i>
Wholesale	A business that buys goods in large volumes to sell to other businesses who then sell them to customers for more. If Kidpreneurs were to obtain materials in bulk and then sell their materials or handmade products to another business in the class instead of selling them at market/showcase day they would have a wholesale business.
Online	Businesses that sell products and services online. If Kidpreneurs choose to list their products online through a platform such as etsy.com or madeit.com.au theirs would be an online retail business.
Recycling	A business which takes old products and changes them into a new product to sell again (e.g. making handbags out of old parachutes). Encourage your students to think about how they could use recycled materials to make new products. (Sustainability outcomes).
Agricultural	Growing crops or livestock in order to sell the products. (e.g. farmers). If your school has a kitchen garden, selling the fruit and vegetables grown would make it an agricultural business.
Franchise	A business which is set up with the same name, logo and products in lots of different places (e.g. McDonald's). Franchise businesses must pay a license fee to the main business to use their brand identity.

Design thinking process





Enlarge and photocopy the Design Thinking process, cut into strips (image with/or without the statement) and display on the board for Kidpreneurs to arrange in order.

	<p>Identify problems or needs in your community and ask people if it is a need, want or problem that needs solving.</p>
	<p>Choose one of these specific problems or needs the product will be designed to solve or meet a need.</p>
	<p>Brainstorm a range of possible design solutions to solve the problem or meet this want/need.</p>
	<p>Make an example product of the best product design to get feedback from your community.</p>
	<p>Ask the people in the community for their feedback on your solution to the need, want or problem.</p> <p>From this feedback choose the best idea/product design you believe solves the problem.</p>





MODULE	1
TITLE	Design Thinking Part 1: Innovation and Ideation
TIME (approx.)	90 Min
OUTCOMES	Students will: <ul style="list-style-type: none"> Discuss Innovation and Ideation Reflect on their ideas since the introductory module Share their independent ideas and collaborate with a group to select the best 3 or 4 ideas Determine their business solution to the challenge as a group
KEYWORD	IDEA GENERATION; IDEATION, INNOVATION; DESIGN THINKING; PRODUCT; SERVICE
VIDEO	Ed Commander – COO Entropolis
ADDITIONAL RESOURCES	<ul style="list-style-type: none"> Worksheets – Idea Generator from the introduction module; Design a Product or Service; Market Research; Draw your Product or Service

 KIDPRENEUR ACTIVITY	 EDUCATOR NOTES
 WATCH VIDEO MOD INTRO - Innovation and Ideation Presented by: Ed Commander, COO Entropolis 1. Discuss terms – Innovation and Ideation Add these to your display board. In this module we will be sharing our ideas as a group, then coming up with new ideas and solutions to the wants, needs and problems identified.	DISCUSSION NOTES Innovation: is simply as a "new idea, device or method". It is often also viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs Ideation: Brainstorming a lot of ideas to solve a problem
2. REVIEW SET THE CHALLENGE  INTERACTIVE ACTIVITY Review Challenge and Ideate You have been asked by Kidpreneur Challenge HQ to think of some cool new business ideas such as: <ul style="list-style-type: none"> Solve a problem that you know people experience (or have experienced yourself!) 	ACTIVITY NOTES New Business Ideas Kidpreneur review the challenge and share with a small group. The shortlisted ideas from the group may not be the product that they take through to full production – we still have prototyping and testing to go yet!! Remember there is no such thing as a bad idea (yet!) Ideation sessions should be active and fun ... Kidpreneurs should be encouraged to think creatively and abundantly as possible within the parameters of the problem they are solving and not worry too much about feasibility and risk etc. at this stage.



<ul style="list-style-type: none"> • Meet a need in your local community • Share your passion (What interests you? Could you turn it into something you could sell?) • Or it could just be for entertainment like a toy or a game! <p>Kidpreneurs get into groups of 3 and share their 3 main ideas one-by-one in a group.</p> <p>Select 3 or 4 of the best ideas from the group to solve the challenge.</p>	<p>Tips for facilitating a great ideation session:</p> <p>https://www.forbes.com/sites/robertbtucker/2017/11/16/seven-brainstorming-techniques-for-your-next-ideation-session/#6810197f6d5d</p> <p>https://www.collectivecampus.com.au/blog/how-to-run-an-ideation-session</p>
<p>3. HOW CAN WE CREATE A PRODUCT THAT SOLVES A PROBLEM OR SATISFIES OUR CUSTOMERS?</p> <div data-bbox="118 842 185 927"></div> <p>KIDPRENEUR WORKSHEET ACTIVITY</p> <p>Complete the worksheet:</p> <ul style="list-style-type: none"> • Empathise: What are some of the ways our group can find out our customers' wants, needs and preferences? • Define: What problem or need does our product solve? • Ideate: what are the possible designs solutions we could use to solve the problem? <p>Use the Market Research worksheet to record feedback from your customers.</p> <div data-bbox="118 1397 185 1482"></div> <p>KIDPRENEUR WORKSHEET ACTIVITY</p> <p>Kidpreneurs can now brainstorm design solutions for their ideas from discussions.</p> <ul style="list-style-type: none"> • At this stage, Kidpreneurs can buy or collect raw materials to help them create their design solution. • Kidpreneurs may want to brainstorm and draw lots of designs on scrap paper, then draw their final design on their worksheet. • Remind Kidpreneurs to think about how to design their product so that their target market will want to buy it. <p>Draw your business idea or product.</p>	<p>ACTIVITY NOTES</p> <p>Design Thinking is a process of designing a product to solve a problem or meet a need. The process starts with the customer's wants, needs or problems and works backwards to design a product that solves that problem or meets that need.</p> <p>1. Empathise - Speak to customers and find out what their wants, needs and preferences are. This is called 'market research'.</p> <p>Some ways to conduct market research are:</p> <ul style="list-style-type: none"> • Create a written survey to give to people in the target market to fill in • Create an online survey using a free platform such as Survey Monkey or Google Forms • Interview people in the target market • Do research online through search engines or write questions through a social media channel for people in the target market to respond to. <p>In all cases Kidpreneurs must have adult permission to conduct market research with strangers for this activity.</p> <p>Market research questions can be one of two types: open questions or closed questions. When conducting market research, encourage Kidpreneurs to use a range of open and closed questions.</p> <ul style="list-style-type: none"> • Open questions: Questions that can have detailed answers. This helps find out new information that might not predicted. E.g. "What do you like the best about this product design?" "What could I improve with product design?" "What problems do you experience with normal [product name] that you purchase?" • Closed questions: Questions with a set number of answers. Closed questions are good for calculating the number of people who prefer a certain option. "E.g. Do you prefer the blue or the orange design?" Yes / No, "Would a product that is instead designed like [insert alternative design idea] be helpful for you?" Yes / No <p>2. Define - Choose one of these specific problems or needs the product will be designed to solve or meet a need.</p> <p>3. Ideate - Brainstorm a range of possible design solutions to solve the problem or meet this want/need. (The product doesn't have to address the entire problem just one aspect of it.)</p>



KIDPRENEUR WORKSHEET ACTIVITY

[Note: Kidpreneurs will be making their prototype in the next module]

In Module 2 we will complete the design thinking process of:

4. **Prototype** Make an example product or 'prototype' of the best product design to get feedback.
5. **Test** Conduct more 'market research' to get feedback from the target market on the prototype.
6. **Refine** Make improvements to the prototype based on the market research feedback before beginning full scale production.

Entrepreneurs will repeat these steps several times until their feedback tells them they have designed a high-quality product their customers will want to buy.



TIPS AND SUPPLEMENTARY EDUCATOR RESOURCES

To explore the concept of design thinking further here are some helpful resources:

Products designed to solve problems: <http://pbskids.org/designsquad/>

Design Thinking Information for Educators: <http://www.edutopia.org/blog/design-thinking-betty-ray>

The framework we have used to underpin our Design Thinking modules is based on the best practice Stanford d.school Design Thinking process. We have adapted it for primary education purposes.

Empathise



Define



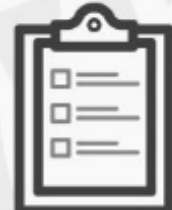
Ideate



Prototype

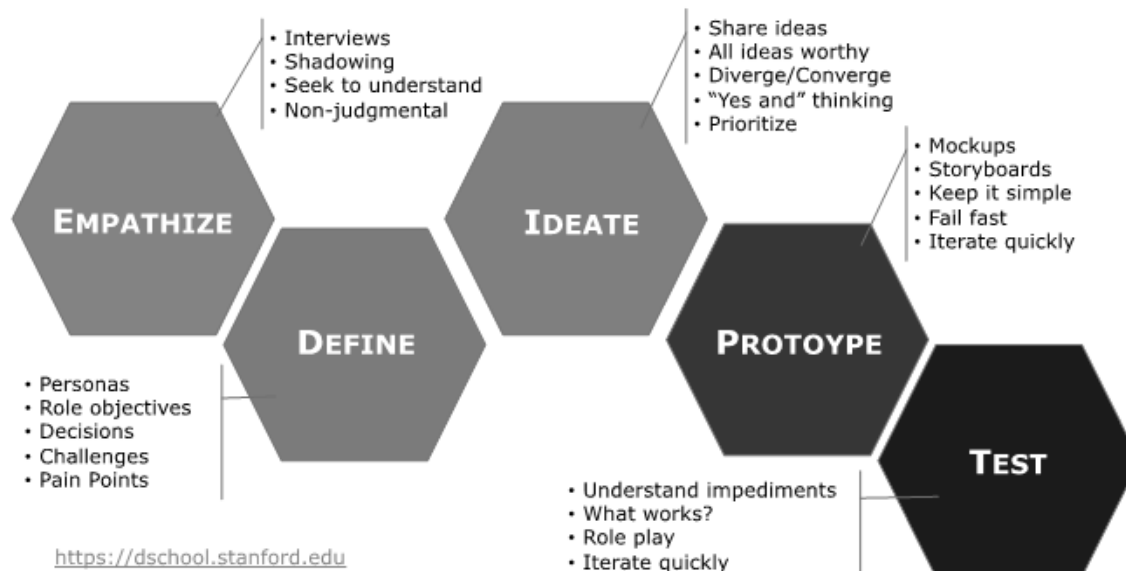


Test



Stanford Framework

Stanford d.school Design Thinking Process



Alternative Framework for reference

A Framework for Design Thinking

